

**Downtown Advisory Committee
Meeting Minutes
February 3, 2025**

Present: Steve Rubin, Monica Conners, Mike Hudson, Bill Novack, Tom Castagnoli, Peggy Frank, Mikal Mays.

Via Zoom: Brien Nagle, Katie Wood, Patrick Kelly, Doug Krieger

Staff & Guest: Shannon Kunicki, Mike Panas.

The minutes for the January 6, 2025, meeting was submitted. A motion was made to approve by Tom Castagnoli, seconded by Katie Wood, unanimously approved.

Washington St Bridge: Bill Novack gave a brief update on the Washington St bridge construction. The bridge is coming along and will be done this summer.

Washington Streetscape: Bill Novack was happy to report that the Washington streetscape has been completed. No construction will be done in downtown for 2025. The designs for the streetscape for Jefferson, between Main & Washington, design for Chicago Ave., and Main St between Jefferson & Van Buren will go out for bid in 2025. Jackson Ave streetscape is being looked at for the future.

NDP Update: Monica gave a quick update on the success of the Naperville Restaurant Week. Web traffic was up 25% from last year with 69 participating restaurants, the highest number of participants. Feedback has been great and some have extended their offers.

Century Walk update: Doug did not have much to say other than the Naperville Art Forum is moving forward.

5th Avenue: The Urban Land Institute met with Bill, Doug & the Mayor to discuss the scope of the project. They felt good about the meeting and the process and should hear something in the next couple of months.

Safety and Comfort: A conversation was had with Chief Arres in regards to hiring a outside security company to monitor the parking decks downtown in the summer. More to come.

DNA: Katie gave a brief update on the happenings in the downtown. Ambercrombie and Fitch opened on Jan 31. New event for downtown, the Super Bowl, 14 participants and 400 tickets sold. Renewal of the new SSA, met with city and will start meeting with property owners soon. Welcoming a few new stores in the next few months stay posted.

DAC Conversation: Steve discussed the history of DAC and where it is going in the future. The question is how do we become more efficient. Steve, Monica, Doug, Bill and Katie all met to discuss thoughts and see where we want to go and fulfill our mission statement. It seems the DNA and DAC are meeting and discussing the same things. DNA has a really strong engagement in discussion topics where as DAC really doesn't have that in their meetings. The thought was that this would be a good time to become a sub-committee of the DNA and would become a more efficient use of time.

Doug stated that in recent history there has not been a number of interest where DAC opinion and advice has caused a change in city decision. Maybe on a small scale such as streetscape. But a parking deck with DAC opinion would have a major impact on the city council. Council would put a lot of worth into DAC suggestion knowing who is on the committee.

What would change:

- DAC would become a sub committee of DNA.
- DAC would not meet on a regular basis, only meet based on topic or if DNA sees something coming up along the way that would need DAC opinion.
- No governance structure. Steve would remain on the DNA Executive Committee and chair the DAC subcommittee.
- DAC would still meet independently with the same DAC members.
- The DNA can pass off bigger issues to DAC and then together with DNA present the combined recommendations.

Upon motion duly made (Nagle), and seconded (Krieger), it was unanimously agreed to approve the transition of the Downtown Advisory Committee ("DAC") from an independent organization to a Strategy and Planning Committee (the "S&P Committee") of the Downtown Naperville Alliance (the "DNA"), subject to (i) approval of the Board of Directors of the DNA, and (ii) approval of the Mission and Objectives of the S&P Committee by the Board of Directors of the DNA and of the Board of Directors of DAC.

Focus and Priorities for the future: Review and decide pieces that need to be reevaluated or monitor to see what is evolving and changing. Discuss plans internally and make and changes.

- Safety and comfort- parking deck security of the 3 decks downtown during the summer months
- Statistics- using information ahead of time to react to the emergence prior to trying to catch up down the road.
 1. Demographics
 2. Foot Traffic from visitors

3. DNA card purchases and event ticket sales
4. Sales tax revenue
5. Car traffic and parking
6. Where visitors are coming from to visit and attend events

Other things to look into

Zoning and planning, what is in or out do we need to expand into other areas.

Infrastructure, new parking decks, transportation, allocation of parking, streetscape, wayfinding signs.

Risk management, what are we doing to prevent safety issues and environmental issues.

Motion to adjourn was made by Mikel, seconded by Bill, unanimously approved.

Meeting adjourned at 4:32pm.

Motion for meeting to adjourn was made by Benny White, seconded by Tom Castignoli, unanimously approved.

Meeting adjourned at 5:11pm.