



**Downtown Advisory Committee
Meeting Minutes
March 10, 2025**

Present: Steve Rubin, Monica Conners, Mike Hudson, Bill Novack, Tom Castagnoli, Peggy Frank, Katie Wood, Kaylin Risvold, Rick Hitchcock, Greg DeGeeter.

Via Zoom: Patrick Kelly, Meghna Bansal, Benny White, Mikal Mays, Joe Costello

Staff & Guest: Mike Panas.

The minutes for the February 3, 2025, meeting was submitted. A motion was made to approve by Peggy Frank, seconded by Katie Wood, unanimously approved. R.Hitchcock abstained.

Washington St Bridge: Bill Novack gave a brief update on the Washington St bridge construction. The bridge is coming along and is expected to be finished by 4th of July.

Washington Streetscape: Bill Novack was happy to report that the Washington streetscape has been completed, with a few minor details being worked on. No construction will be done 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 the near future.

Wayfinding Signs: Rick Hitchcock, along with Katie Wood, gave an update on the wayfinding sign project for downtown. The package of traditional directional signs are ready to go, and initially the signs were going to be fabricated by Public Works. After further discussion, PW didn't feel comfortable moving forward with the signs. Now they are running back through the city to amend the budget and move forward with getting these done with an outside fabricator. The larger pieces along Washington St. are also ready for fabrication, budgeted and ready to move forward with a list of vendors. Looking at mid-late summer to start seeing the new signs out on the street. The last part is updating the directories and items outside the CBD.

NDP Update: Monica gave a quick update. The NDP has spent time on the I-88 corridor and the study done by Aecom should be complete by the end of March. The Mayor is working with Bloomberg on a performance measurement on economic development, NDP is working on this project as well. Dine Naperville, restaurant meeting was rescheduled for March 19, with about 20 RSVP's. Visit Naperville, the CVB just hosted the State of fraternal police that was a huge success. The focus for this year is going to be SMRF as well as the corporate business. Also, doing more regional markets and less national. Wedding are still a strong business in Naperville.

Century Walk update: Bill said there was no new information to add.

5th Avenue: Looking on working with the Urban Land Institute, on the project at 5th Ave and getting their professionals in to meet with everyone and to come up with what they see as the best practice and plan for the project. This will take place in late spring early summer.

DNA: Katie gave a brief update on the happenings in the downtown. A little slow this month, slow during the week and a little bit busier on weekends. New opening coming up, Avocado Theory, Barnes & Noble, Alo, and Georges Place in the old Bevs. The new summer sculptures are ducks and 18 will be out around in early June. Many events are coming up, fashion show, Mother's Day event, and car show. Gift card sales are still going strong.

Other Business: Rick talked about the start of the Eagle St Gateway on the Riverwalk. This will give a great improvement to the Riverwalk and have more accessibility. Partially funded by the federal government. Expected to be completed by Labor Day. This is part of the 2031 Riverwalk plan.

Projects & Actions:

DNA has voted to make DAC a subcommittee of DNA. The DNA and DAC have quite a bit of crossover in their discussions. DAC will still be able to bring recommendations to council independently from DNA.

Membership will continue to remain the same.

Bill Novack will be retiring at the beginning of May.

Walkabouts: These will be scheduled with DAC members, the police department and members of the CETP. The group will identify any safety concerns, infrastructure issues and anything else that would need improvement. Look for an upcoming date in April on a weekend, with two additional dates throughout the summer.

Downtown and Parking Deck Security: Steve looked into the potential to hire a security firm for two retired/off duty cops to patrol the upper parking decks on Friday and Saturday nights, approx. 6pm to 1am. This would be for the summer months and the potential cost would be approximately \$47,000 additional for the year. There is still discussion as to who would incur the cost. Recommendations for looking at all potential resources to monitor the upper decks before moving forward with any decision.

Library Parking Deck: The funds and the plans are there, however is another parking deck needed in the downtown? Rick recommended that it has to be a comprehensive approach and understand all the tools to get the most out of what we got, to tee up the next piece at the right time. The parking survey that the city administered was helpful, however a more pinpoint survey needs to be done from especially the consumers. The committee agreed that this is something that we need to keep pushing forward.

Crowd Protection: Steve wants to make sure that we keep supporting the effort of the police department looking into crowd protection for large events throughout the city. More focus needs to be placed on this to prevent what happened in Germany and New Orleans.

Downtown Statistics: Steve talked about how important statistics are for promoting the downtown. Traffic, parking, number of people downtown, tenant sales, etc.. This helps tell the story and show the dynamics of the downtown to potential new tenants. Talk more about this in the next meeting.

Next meeting April 7, 2025

Meeting adjourned at 5:05pm