



# City of Naperville

400 S. Eagle Street  
Naperville, IL 60540

## Meeting Minutes

### Downtown Advisory Commission

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Thursday, November 8, 2018

3:00 PM

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#### A. CALL TO ORDER:

Chairman Rubin called the meeting to order at 3:05 p.m.

#### B. ROLL CALL:

Present: White, Gustin, Rubin, Hitchcock, Frank, Miers (left at 4:30 p.m.),  
Costello (left at 4:35 p.m.), Jeffries (left at 4:30 p.m.), Wood (for Andersen),  
Nagle

Absent: Zangler, Schatz

Also Present: Laff, Loudon, Novack - City of Naperville  
Louise Howard, Naper Settlement  
Jim Godo, North Central College  
Deb Newman, DuPage Children's Museum  
Julie Rothenflu, Naperville Public Library

#### C. PUBLIC FORUM:

There were no members of the public present for public forum.

#### D. OLD BUSINESS:

There was no old business.

#### E. REPORTS:

1. Approve the May 10, 2018 DAC minutes

Commissioner Gustin made a motion, seconded by Commissioner Frank, to  
approve the DAC minutes of May 10, 2018. The motion carried by the following  
vote:

Aye: 10 - Gustin, White, Rubin, Hitchcock, Costello, Jeffries, Miers, Wood, Frank,  
Nagle  
Nay: 0

#### F. NEW BUSINESS:

1. Receive information regarding the Downtown Advisory Commission (DAC) and Downtown Naperville Alliance (DNA).

Chairman Rubin introduced this item and requested that Laff provide an overview of DAC and Wood provide an overview of DNA. Laff noted that DAC's primary purpose is the development and implementation of the Downtown Plan, as well as discussion regarding brick and mortar improvements within the Downtown, such as streetscape and parking supply. Wood noted that DNA focuses on day-to-day operations, including parking management, marketing, etc. and also provides feedback on long-term projects discussed by DAC, including streetscape and parking supply.

Laff noted that Nicki Anderson emailed her thoughts on DNA and DAC in advance of the meeting; Laff distributed these comments to DAC for their consideration.

Frank noted that an important distinction between the two groups is DAC's focus on long-range planning. Nagle questioned what prompted Anderson's comments; Laff noted that it was likely related to this agenda item that is reviewing the mission and purpose of each group.

Costello is a member of both groups and believes that each serves a different purpose. Rubin noted that he asked for this item to be added to the agenda based on discussions that have been occurring about the two groups overlapping. Gustin expressed concerns that merging the two groups may cause each to lose their intended focus.

White asked for clarification regarding how the DNA works with the Chamber; Wood provided additional information. Jeffries also noted how NDP differs from DNA and the Chamber.

DAC agrees that Katie Wood should serve as a representative on DAC. DAC does not agree that it would be appropriate to merge DAC with DNA. Rubin concurred.

Hitchcock noted that DAC's effectiveness is being limited by lack of staff and lack of budget. He feels this is inappropriate. Miers asked for an update on the streetscape project. Loudon noted that it has been approved by DAC, but will not move forward until after the Washington Street Bridge Project.

Rubin noted that staff support has always been given when requested. Jeffries noted that the City Council needs to understand that staff resources are limited and may be effecting DAC and other City functions; she is hearing complaints about City services that she has not heard in years. Gustin noted that the City is currently in a transition due to technology changes that are underway and anticipates that many issues will be improved with a better online presence. White noted that it is important to do a cost/benefit analysis of the technology improvement projects to ensure that the benefit to be achieved will outweigh the cost.

Nagle questioned how much staff time is required to hold a DAC meeting. Laff noted that each meeting requires approximately 8 hours of staff time to

schedule, create and issue the agenda, check quorum, prepare minutes, etc. Staff has committed staffing resources needed to host quarterly meetings; however, staffing resources are not available to undertake large new planning projects for downtown. However, Downtown Plan implementation items can continue to occur.

Rubin closed by noting that all are in support of the DAC mission and that it needs to be continuously worked on in order to achieve it. DAC may need to communicate these needs to the City Council.

Frank noted that DAC and DNA should remain structured as they are today; DAC should meet quarterly; and DAC should review the Downtown2030 implementation plan. DAC should provide information to the City Council in order for them to understand the benefit of certain CIP projects impacting the Downtown.

**Nagle made a motion, seconded by Jeffries, to recommend that City Council increase the membership of DAC to include a seat for DNA in addition to the existing Chamber seat.**

**Aye: Gustin, White, Rubin, Hitchcock, Costello, Jeffries, Miers, Wood, Frank, Nagle**

**Nays: -**

**Approved (10-0)**

**2. Provide feedback regarding DNA's proposed refresh of the existing Downtown directional signage.**

Katie Wood provided an overview of the proposed refresh to the existing Downtown directional signs.

Frank noted that this is a very generous offer on DNA's part; however, Frank did express concerns that we not commit to using DNA's brand for the intended long-term wayfinding improvements. Wood agreed.

Wood noted that she is still evaluating the total cost of the proposed program.

Rubin noted that these improvements will help the City to protect and enhance its parking asset.

DAC concurred that the signage updates should proceed as proposed.

**3. To provide an update on various projects occurring in and around the Downtown.**

Staff provided an overview of:

Washington Street Bridge: Novack noted that IDOT has still not approved the Phase I for the project. Based on current timing, the project will probably not begin until 2021, based on land acquisition, construction timing, etc. The bridge will be a 12-month project. Phase II cannot move forward until Phase I is completed.

Downtown Streetscape: this project will not begin until 2022 following completion of the Washington Street Bridge. There is potential that some streetscape work could begin in 2020; however, this would require engineering plans to be completed in 2019. Rubin is pursuing an SSA for the block faces surrounding Main Place, as well as the east side of Main Street.

Downtown Parking: Rubin would like to revisit the Downtown Plan implementation and request funding to re-initiate the Continuous Improvement Model.

5th Avenue Redevelopment: Rubin noted that the project area is not within the Downtown Planning boundary; however, the Downtown leads to the area. Should DAC comment on the DuPage Children's Museum remaining vs. relocating based on its impact to the downtown? Deb Newman provided additional information about the working group and noted that ultimately the Museum Board will make the final decision. Frank noted that DAC's voice is not needed on the Children's Museum, but should comment on the importance of the connections.

## **G. ADJOURNMENT:**

**Motion to adjourn the meeting at 4:37 p.m. was unanimously approved.**