



CITY OF WAYLAND
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM
BOARD OF DIRECTORS
City Council Chamber – 103 Main St
March 15, 2018 12:00pm

MINUTES

Chair Kelle Tobolic called the meeting to order at 12:01 pm.

Roll Call

Members Present: Chair Kelle Tobolic, Secretary Chase Johnson, Brian Sweebe, Treasurer Brad Buist, Jason Hancock, Robin Beckwith

Members Absent:, Vice-Chair Jennifer Antel, Mayor Bala, excused

Others Present: MSD Ingrid Miller

Agenda Approval

A **motion** by Brian Sweebe, **seconded** by Chase Johnson, to approve the meeting agenda of March 15, 2018; **motion approved unanimously.**

Approval of Minutes

A **motion** by Brian Sweebe, **seconded** by Robin Beckwith, was made approve Regular Meeting Minutes for February 15, 2018; **motion approved unanimously.**

Comments from the Public

Peggy McCoury inquired on who's responsibility it was to fix lighting in the parking lot of her business, since it was being rented by the City. The board informed her that general maintenance would need to be completed by the lot owner.

City Staff Communications

106 W Superior project is proceeding and looking at the larger picture of downtown.

Director's Report

MSD Miller updated the Board on several items; February 16, Volunteer Appreciation Dinner at Jayda Gale was a huge success. - 118 W. Superior Street and the interior rehabilitation is extraordinary. - Conpoto Community Currency program – public vote for name has concluded. They will be called Wayland Downtown Dollars. Chase and MSD Miller met with Conpoto representative this month and nailed down next steps. – MSD Miller met with High School shop teacher, Mr. Youngblood, and two representatives from ITC to discuss student involvement in Rain Garden pavilion design and build out. Students will be best suited to help build sign structures, benches, picnic tables, planter boxes. - Small

business trainings began March 13 – this week. - We have started annual fund development campaign – Board members are encouraged to participate. - Preservation consultant, Jessica Flores, would like to have a community outreach meeting next month to gather feedback and interest in a national register historic district. We are shooting for April 17. – We need volunteers for 150th celebration. Lots of items need to be tended to and we can use your help. – MSD Miller has a call tomorrow with Michigan Main Street Center to discuss services they will be providing to Wayland. - Attended Ian Lockwood Urban Design lecture in Holland Tuesday afternoon. It was a great training – Met with the SBDC and MMSB on 2/27 to discuss services and ways to encourage local businesses to utilize SBDC services. - Business Insider Continued: We developed a kick-off week and sent a newsletter every day that features a different small business resource. - MEDC Blight Elimination Grant Update; Council passed resolution, held public hearing, no comments, combined notices – final days of public comment period, need final development plan. - Upcoming Dates to Note: March 20, two of five PFG Small Business Breakfasts for downtown businesses, March 26-29 – National Conference – Kansas City, MO, April 17 – National Register Community Meeting

Financial Report

Treasurer Brad Buist updates us on our financial standing. We are still looking good for the year. Seeing an increase in county tax revenue. There was a bigger jump in Equipment Rental due to snow increase. All budget amendments were approved.

Committee Reports

Design – Meeting Monday

Promo –MSC planning almost complete. Deciding on a possible different layout this year.

Org (Social Media) – working on Wayland Downtown Dollars

ER – Meeting today and finishing the PFG Legacy Series planning

Board Development

Reviewed the responsibilities of the board members and how to best discuss ongoing business with the community. Making sure we are making decisions as a board and not on an individual basis.

Old Business *(None)*

New Business

14.1 Siegfried Crandall Review:

Budget deficit was eliminated in one year as opposed to the planned three. We were still able to have a surplus of \$20,000. Prior period adjustments allowed approximately \$107,000 to be given back to the DDA.

Comments from the Board

Brian Sweebe: Thank you to Ingrid for all of her hard work. There is a bench missing in front of Jayda Gale that the owner would like re-installed. Retro Room will purchase a plaque to sponsor the bench.

Being no further business, Chair Kelle Tobolic declared the meeting adjourned at 12:35PM.