



**CITY OF WAYLAND  
DOWNTOWN DEVELOPMENT AUTHORITY/  
MAIN STREET PROGRAM  
BOARD OF DIRECTORS**

**City Hall – Council Chambers  
103 S. Main Street  
January 16, 2014  
12:00PM**

**Minutes**

Mayor Bala called the meeting to order at 12:04PM.

**ROLL CALL**

**Members Present:** Esther Saunders, Kim Kobish, Karen Gregersen, Mayor Bala, Denise Behm, Jennifer Antel, Army Rodriguez

**Members Absent:** Ron House

**Others Present:** Main Street Manager (MSM) Alicia Zylstra, Wightman & Associates, Inc. Planning Engineer Mickey Bittner and Wightman & Associates, Inc. Consultant Chuck Eckenstahler.

A **motion** by board member Jennifer Antel, **seconded** by board Secretary Karen Gregersen to excuse absent members; **motion approved unanimously.**

**AGENDA APPROVAL**

A **motion** by board member Jennifer Antel, **seconded** by board member Denise Behm to approve the agenda as presented; **motion approved unanimously.**

**PUBLIC HEARINGS** *(None)*

**APPROVAL OF MINUTES**

A **motion** by board member Jennifer Antel, **seconded** by board member Esther Saunders to approve the regular meeting minutes of December 19, 2013 as presented; **motion approved unanimously.**

**OTHER MINUTES FOR REVIEW**

By consensus, the board accepted the following meeting minutes into record:

- City Council Regular Meetings of December 2, 2013

**COMMENTS FROM THE PUBLIC** *(None)*

## CITY STAFF COMMUNICATIONS (None)

### MANAGER'S REPORT

Main Street Annual Meeting: MSM Zylstra reminded the board of the Annual Meeting and Volunteer Appreciation Dinner on Wednesday, January 29, 2014 from 6:30 – 8PM at McDuff's Bar & Grille.

2014-2015 Work Planning Session: MSM Zylstra gave a brief recap of the Work Planning Session on December 14, 2013.

Bench Plaque Program: MSM Zylstra asked the board to assist in the promotion of the new bench plaque program and gave a brief overview of the program.

### FINANCIAL REPORT

New City of Wayland Stage: Mayor Bala gave a brief overview of the stage the City is buying for City events and asked if the DDA Board would like to be one of four sponsors for \$10,000. We would get our logo permanently displayed on the stage for the years it is in use.

A **motion** by board Secretary Karen Gregersen, **seconded** by board member Denise Behm to sponsor the new City of Wayland stage at \$10,000; **motion approved unanimously.**

### COMMITTEE REPORTS

Promotion: Jennifer reported that the promotion committee is meeting next week to talk about work plans & the 2014 MS Celebration.

Organization: Kim reported that organization met on Monday to discuss new work plans. MSM Zylstra mentioned that we will have two new committee members in February – Rick Mathis and Linda Hall.

### OLD BUSINESS

Wightman & Associates, Inc. DDA Master Plan Updates: The board decided to go with projections of 2.8% growth rate for TIF capture for the master plan update.

Chuck Eckenstahler discussed next steps including recommendation from the DDA to CC, CC adoption, public hearing date, published public hearing notices, etc.

A **motion** by board member Jennifer Antel, **seconded** by board member Denise Behm to recommend the DDA Master Plan Update to City Council with an estimated 2.8% growth rate; **motion approved unanimously.**

Chuck thanked the board and praised the board for their innovative leadership. He stated that he is very excited about the proposed projects for Wayland.

Election of Board Officers: tabled.

## **NEW BUSINESS**

Volunteer of the Year Nominations: MSM Zylstra briefly read the volunteer of the year nominations received. Board members decided to open up the awards to three categories given the number of great volunteers this year. Board members then voted for a nominee in each category.

Volunteer of the Year: Brenda Baker

Business Owner of the Year: Deb McGowan

Student Volunteer of the Year: Chance VanHuis

## **COMMENTS FROM BOARD MEMBERS**

**Karen** welcomed Kim Kobish to the Board.

**Kim** stated that she is happy to join the DDA Board.

Being no further business, Mayor Bala declared the meeting adjourned at 12:50PM.