



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

**City Hall – Council Chambers
103 S. Main Street
December 19, 2013
12:00PM**

Agenda

Chair Mike Salisbury called the meeting to order at 12:04PM.

ROLL CALL

Members present: Mayor Tim Bala, Chair Mike Salisbury, Treasurer Ron House, Secretary Karen Gregersen, Jennifer Antel, Esther Saunders and Denise Behm

Members absent: Arny Rodriguez

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

AGENDA APPROVAL

A **motion** by board Secretary Karen Gregersen, **seconded** by board member Esther Saunders to approve the agenda as presented; **motion approved unanimously.**

PUBLIC HEARINGS *(None)*

APPROVAL OF MINUTES

A **motion** by board member Jennifer Antel, **seconded** by Mayor Tim Bala to approve the regular meeting minutes of November 21, 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 November 4 and November 18, 2013
- Planning Commission Regular Meeting of November 11, 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 & Volunteer Appreciation Dinner on Wednesday, January 29, 2014 from 6:30 – 8PM at McDuff's Bar & Grille in Downtown Wayland.

Volunteer of the Year Nominations: MSM Zylstra reminded the board that volunteer of the year nominations would be due January 9, 2014 and the board would select this year's award winner at the January board meeting.

National Main Street Conference (May 18-20): MSM Zylstra asked the board to consider adjusting the budget for travel and conferences to allow for additional volunteers to attend the National Main Street Conference in Detroit in May 2014. The board asked MSM Zylstra to find out who would be interested in going and whether they would attend for a one day or three day registration.

Budget Adjustments: MSM Zylstra informed the board that they would be seeing budget adjustments for 2013-2014 at the January board meeting.

Façade Grant Extension: MSM Zylstra updated the board on the status of Design Services application. The board agreed to be flexible with the Façade Grant Applications as long as they were still submitted in April with or without the Design Services.

FINANCIAL REPORT *(None)*

COMMITTEE REPORTS

Organization: Karen Gregersen gave an update on the Main Street float for the Chamber Parade mentioning that we won third place.

Promotion: Denise Behm briefly gave the board a recap of the 2013 Art Hop.

ER: MSM Zylstra informed the board that the ER Committee is moving forward with the Business Recruitment Brochure by completing targeted business evaluations and creating letters of introduction. She also informed the board the members from the committee along with herself would be attending the Commercial Realtors Association of West Michigan (CARWM) Awards Dinner on February 11, 2014 to present our current vacancies, targeted business list, and incentive programs.

OLD BUSINESS

Wightman & Associates, Inc. DDA Master Plan Updates: Representatives gave a brief overview of sections 1-3 of the Master Plan draft presented with the meeting packet.

NEW BUSINESS

Main Street Office Space: MSM Zylstra presented information on the office space available at 117 S. Main Street. The board agreed to move forward with the process to secure the space and asked MSM Zylstra to send out a copy of the lease.

A **motion** by board Secretary Karen Gregersen, **seconded** by board member Jennifer Antel to lease office space for the Main Street office at 117 S. Main Street beginning January 2014; **motion approved unanimously.**

Façade Grant Reimbursement –203 N. Main Street: Jennifer, Ron

A **motion** by board member Jennifer Antel, **seconded** by board Treasurer Ron House to approved reimbursement of \$360.91 for the paint improvements done at 203 S. Main Street to property and business owner Stacie Frederickson; **motion approved unanimously.**

Election of Board Officers:

A **motion** by board member Jennifer Antel, **seconded** by board member Esther Saunders to table the election of Board Officers until the January board meeting; **motion approved unanimously.**

MSM Zylstra presented Chair Mike Salisbury with a service award for his time on the DDA Board.

COMMENTS FROM BOARD MEMBERS

Denise congratulated Dr. Ron House for winning the Wayland Chamber of Commerce's 2013 Business of the Year award.

Ron thanked Mike Salisbury for his time serving on the DDA and for his part in helping bring Main Street to Wayland.

Jennifer thanked Mike Salisbury for his time and dedication to the DDA board.

Mayor Bala thanked Mike Salisbury for his service on the DDA and commented that we have come a long way.

Karen thanked Mike Salisbury for his time on the DDA.

Esther thanked Mike Salisbury for his time on the DDA.

Being no further business, Chair Mike Salisbury declared the meeting adjourned at 1:10PM.