



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

City Hall – Council Chambers
103 S. Main Street
February 20, 2014
12:00PM

Minutes

Mayor Tim Bala called the meeting to order at 12:03PM.

ROLL CALL

Members present: Mayor Tim Bala, Vice Chair Army Rodriguez, Treasurer Ron House, Jennifer Antel, Denise Behm, Kim Kobish, and Deb McGowan.

Members absent: Secretary Karen Gregersen and Esther Saunders

Others present: MSM Alicia Zylstra and Ron Kobish.

A **motion** by Jennifer Antel, **seconded** by Kim Kobish 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 meeting agenda as presented; **motion approved unanimously.**

PUBLIC HEARINGS (*None scheduled*)

APPROVAL OF MINUTES

A **motion** by board member Jennifer Antel, **seconded** by board member Kim Kobish to approve the regular meeting minutes of January 16, 2014 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 16, 2013 and January 2, 2014
- Planning Commission Regular Meeting of November 12 and December 10, 2013

COMMENTS FROM THE PUBLIC

City of Wayland Planning Commission Chair Ron Kobish informed the DDA Board that he would like to set up a Strategic Alignment Meeting between all city boards and commissions.

CITY STAFF COMMUNICATIONS

MANAGER'S REPORT

Main Street Annual Meeting & Volunteer Appreciation Dinner: MSM Zylstra gave a brief recap of the Annual Meeting & Volunteer Appreciation Dinner stating that we had nearly 60 people in attendance which is up from the 15 that usually attend. She also stated that Brittney Hoszkiw from the Michigan Main Street Center at MSHDA was there to present on behalf of the state program.

National Main Street Conference (May 18-20): MSM Zylstra reported that she has potentially four volunteers interested in attending the National Main Street Conference.

MMSC – Communications Plan Service Award: MSM Zylstra reported that Wayland was selected as the only recipient out of three communities that applied, to receive the Michigan Main Street Center's Communication Plan Service. She stated that this will be a similar process to the Market Analysis Study but will focus on audience, capacity, and current (and potential) resource from communication, specific to the Wayland area. The goal is to better communicate our efforts with our target area and increase awareness for our program and downtown district.

FINANCIAL REPORT

FY 2013-2014 Budget Adjustment

A **motion** by board member Jennifer Antel, **seconded** by Board Vice-Chair Army Rodriguez to approve the Budget Amendments for FY 2013-2014 as presented for consideration by City Council; **motion approved unanimously.**

MEDAYP Conference

A **motion** by board member Denise Behm, **seconded** by board Treasurer Ron House to approve the 2014 Michigan Economic Development Association for Young Professionals conference registration on March 21 for MSM Zylstra; **motion approved unanimously.**

COMMITTEE REPORTS

Organization: Kim Kobish reported that we held our first YOMS meeting on February 6 and the students are working on developing projects.

Promotion: MS Celebration and 14-15 work plans including farmers market, 5K

Mayor: Mayor gave a brief update on the purchase of the City stage. He reported that they have secured four sponsors: United Bank, ITC, Gun Lake Casino, and Wayland DDA.

OLD BUSINESS

Wightman & Associates, Inc. DDA Master Plan Updates

MSM Zylstra reported that we will be asking Council to hold a public hearing on April 7, 2014 for the Master Plan Update.

NEW BUSINESS

Downtown Bike Racks

A **motion** by board member Jennifer Antel, **seconded** by board Vice Chair Army Rodriguez to approve the purchase of both free standing and single loop bike racks for the downtown area by the Design Committee not to exceed \$4,000; **motion approved unanimously**.

Election of Board Officers

Mayor Bala asked for nominations for the MSDDA Board Chair. A motion by board member Jennifer Antel, **seconded** by board member Deb McGowan to nominate Army Rodriguez as Board Chair for the 2014 term; **motion approved unanimously**.

Mayor Bala asked for nominations for the MSDDA Board Vice Chair. A **motion** by board member Jennifer Antel, **seconded** by board member Denise Behm to nominate Dr. Ron House as Board Vice Chair for the 2014 term; **motion approved unanimously**.

Mayor Bala asked for nominations for the MSDDA Board Secretary. A **motion** by board member Jennifer Antel, **seconded** by board member Deb McGowan to nominate Kim Kobish as the Board Secretary for the 2014 term; **motion approved unanimously**.

Mayor Bala asked for nominations for the MSDDA Board Treasurer. A **motion** by board member Dr. Ron House, **seconded** by board member Kim Kobish to nominate Jennifer Antel as the Board Treasurer for the 2014 term; **motion approved unanimously**.

COMMENTS FROM BOARD MEMBERS

Denise welcomed Deb McGowan to the MSDDA Board.

Ron welcomed Deb McGowan to the MSDDA Board.

Jennifer welcomed Deb McGowan to the MSDDA Board and congratulated Army Rodriguez on his new position as Board Chair. She also thanked Mayor Bala for his work securing sponsors for the new City stage and thanked the DDA board for their support. Antel also asked MSM Zylstra if she had heard anything about West Michigan Trails and Greenways moving their office to Wayland.

Army welcomed Deb McGowan to the MSDDA Board and thanked the board members for their nominations.

Kim welcomed Deb McGowan to the MSDDA Board.

Being no further business, Mayor Tim Bala declared the meeting adjourned at 12:58PM.