



CITY OF WAYLAND  
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM

BOARD OF DIRECTORS

City Hall – Council Chambers

103 S. Main Street

May 21, 2015

12:00PM

Chair Dr. Ron House called the meeting to order at 12:03pm.

**Roll Call**

Members Present: Mayor Tim Bala (Mayor), Chair Dr. Ron House (Dr. House), Vice-Chair Denise Behm (Denise Behm), Secretary Karen Gregersen (Karen Gregersen), Treasurer Jennifer Antel (Jen Antel), Deb McGowan, Brad Buist, Arny Rodriguez

**Public Hearings** *(None scheduled)*

**Approval of Minutes**

A **motion** by Jen Antel, **seconded** by Brad Buist was made to approve Regular Meeting Minutes for March 19, 2015 and April 23, 2015, and Special Meeting of April 2, 2015 as presented; **motion approved unanimously**.

**Other Minutes for Review**

Board acknowledged receipt of City Council Regular Meetings of February 16, March 2, April 6, April 20, and May 4.

**Comments from the Public** *(None)*

**City Staff Communications** *(None)*

**Director's Report**

DDA/Main Street Director Miller (MSD Miller) updated Board on first month activity, introductions made, meeting attendance, and training opportunities. Miller is working with Dr. Ron House to develop short-term, mid-term, and long-term goals for the position. Miller also noted that the P.O. Box has been cancelled and all mail will be forwarded to 117 S. Main St., Suite 7.

**Farmer's Market**

MSD Miller proposed that the Farmer's Market currently located in the empty parking lot next to the fire station be moved to the grassy lot next to the Henika Library. This will allow for the market to remain downtown and under DDA/Main Street programming, but allow for shade, more parking, and increased partnership and promotion with the Library. Denise Behm recommended talking to Interim Director, Carol DeBoer, at the Library.

### MS Celebration

MSD Miller informed Board that title sponsorship has just been secured, Gun Lake Casino, but an additional \$7,000 in sponsorship is still needed for this year's Main Street Celebration. Jen Antel commented that invoices still need to be sent.

### Website Redesign, Facebook merge

Per the Organization Committee's recommendation the three existing Facebook pages were consolidated into one central page: Downtown Wayland. All "likes" and "followers" will be combined with Downtown Wayland. MSD Miller recommended that the website be updated/redesigned.

### DPW and Downtown Streetscape Updates

DPW mulched tree pits last week and will be hanging flower baskets next week. MSD Miller also gave new banners to DPW to hang on the light posts. Arny Rodriguez requested that the rocky planting beds in the parking lot next to the library be weeded. MSD Miller informed the Board that the two dead trees next to Dr. House's office will be replaced by Honeytree and are covered under warranty. The two other dead trees on West Superior will be replaced at cost because they were struck by cars and therefore not covered under warranty.

### Michigan Main Street Quarterly Training

MSD Miller encouraged all Board members and any interested volunteer to attend the Quarterly training in Owosso, MI on June 9, 2015. The training will be focused on Board basics, recruiting, onboarding, sustainability, and resiliency.

### Financial Report

MSD Miller encouraged Board to approved Amended Budget for FY 14-15, and new Proposed Budget for FY 15-16 as soon as possible in order to get it before City Council in a timely manner. It needs to be approved no later than June 5, 2015.

MSD Miller also brought to attention that all current parking lot leases are due to expire and a decision must be made as to include them in FY 15-16 budget.

MSD Miller noted changes in Budget that include funds for a new DDA/Main Street computer, upgrade to internet, and printer service. She noted all would be exceptionally useful in increasing efficiency and productivity.

Brad Buist suggests reformatting budget next year to make it easier to read.

A **motion** by Jen Antel, **seconded** by Denise Behm was made to approve FY 2014-2015 Amendments as presented; **motion approved unanimously**.

A **motion** by Jen Antel, **seconded** by Denise Behm was made to table discussion of FY 2015-2016 Budget Draft; **motion approved unanimously**.

### Committee Reports

Economic Restructuring: Brad Buist updated board on Downtown Business Recruitment Survey that will gauge various business types that are wanted downtown. Miller is working with volunteer Vicky Gless to update currently available building inventories, realtor packets, downtown map, and possible mentee. Market Snapshot update has been uploaded online.

Design: Miller informed Board that the Design Committee will be hosting a canvas painting event at Main Street Celebration. The event will take place at Jayda Gale Distillery and will not include alcoholic beverages. The Design Committee is updating the Historic Walking Tour of Downtown Wayland. There will be a tour at 7:00pm on July 17<sup>th</sup>, 2015, before the Light It Up 5K Run. MSD Miller is working with Michigan Main Street Design Specialist to schedule training for the Design Committee. The training will be open to all volunteers.

Promotion: Dr. House informed Board that artists and craftspeople are needed for the marketplace at Main Street Celebration. Goods for sale must be handcrafted/homemade and may not be third parties sellers.

### **Old Business**

Dr. House commented that work-planning for each committee did not take place this past winter as it has in years past and each committee will work individually with MSD Miller to develop plans.

### **New Business**

Façade Master Plan: City Manager Mike Selden informed the Board that City Council put the current Façade Grant Program on hold. All grants already awarded will not be affected, but no new grants may be awarded until the program has been reviewed. A complete façade master plan could help relieve the burden of property/business owners and encourage more frequent façade improvements as well as highlight a cooperative process for the betterment of Downtown.

Dr. House recommended that if the current grant is not working than it must be revamped. Jen Antel suggested that the initiative come from the Design Committee.

DDA Parking Lot Leases: Parking lot leases are about to expire at the three city-leased lots; Bruce Sexton, DDS. (North side of library), American Legion (next to and behind Dr. House's office), and Dreamride (lot on south side of W. Superior). Mayor and Mike Selden have been working to renegotiate terms. To date no official lease renewal offers have been received.

### **Comments from Board Members**

Dr. Ron House informed Board that each Committee chair will provide a quarterly update to MSD Miller to include in an internal newsletter. Committee Chairs have also agreed to meet quarterly to improve communication and coordination across the organization.

Denise Behm announced that voting for Movies on Main will take place on Facebook beginning early June.

A **motion** by Jen Antel, **seconded** by Mayor Tim Bala was made to enter into a closed session; **motion approved unanimously** at 1:18pm.

A **motion** by Jen Antel, **seconded** by Karen Gregersen was made to reopen public session; **motion approved unanimously** at 1: 44pm.

Jen Antel announced that since the DDA Board has no parking lot lease offer on the table to accept or deny there is no action that may be taken at this time. *Discussion tabled.*

Being no further business, Dr. Ron House declared the meeting adjourned at 1:48pm.