



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

City Hall – Council Chambers, 103 S. Main Street
August 20, 2015, 12:00PM

MINUTES

Chair Dr. Ron House called the meeting to order at 12:04pm.

Roll Call

Members Present: Mayor Tim Bala, Chair Dr. Ron House , Treasurer Jennifer Antel, Secretary Karen Gregersen , Deb McGowan, Brad Buist, Arny Rodriguez

Members Absent: Vice-Chair Denise Behm

Others Present: MSD Ingrid Miller

Agenda Approval

A **motion** by Treasurer Jennifer Antel, **seconded** by Arny Rodriguez to approve the meeting agenda for August 20, 2015 as presented; **motion approved unanimously.**

Approval of Minutes

A **motion** by Treasurer Jennifer Antel, **seconded** by Arny Rodriguez was made to approve Regular Meeting Minutes for June 18, 2015 as presented; **motion approved unanimously.**

Other Minutes for Review

Board acknowledged receipt of City Council Regular Meetings of June 15, July 6, and July 20, 2015.

Comments from the Public

Mary Howard and Barb Bennet from the Village of Hopkins were visiting to observe a DDA meeting because of interest in the Michigan Main Street program.

City Staff Communications *(None)*

Director's Report

DDA/Main Street Director Miller (MSD Miller) updated Board on the progress of the design services underway with the Michigan Main Street Center; the ER Committee scored 8 out of 10 on their July recruitment test and received great feedback; Movies on Main Street are going well; Fall Fun Fest is October 24; MSD informed Board she is looking into various grant options to support certain programming.

Financial Report

Treasurer Jen Antel informed Board that while it was reported to DDA that the budget had been approved by City Council, in fact, amendments were necessary for approval. Antel updated Board that the final budget for Main Street Celebration was completed and the event broke even.

Committee Reports

Economic Restructuring: Brad Buist informed Board that the committee is working on attracting new businesses to downtown.

Promotion: Treasurer Jen Antel informed Board that the committee is evaluating Main Street Celebration and being hyper-critical in order to produce a better event.

Design: Committee has completed work plans and working on a designated Design Review Committee that meets solely to review applications.

Organization: Secretary Karen Gregersen told Board that committee is working on volunteer background check policy and procedure. The Volunteer Appreciation Dinner is November 7th from 6-10pm at the VFW. It is for volunteers only.

Old Business

Parking Lot Study: A **motion** by Jen Antel, **seconded** by Arny Rodriguez was made to table discussion until Special Meeting next Thursday, August 27th at Noon; **motion approved unanimously.**

Work Plans: MSD reviewed the Goals and Objectives set forth by the Board in the last Board Retreat, December 2014. These Goals and Objectives will be used by committees to develop work plans.

Board Member Agreement: A **motion** by Jen Antel, **seconded** by Arny Rodriguez was made to table discussion until Special Meeting next Thursday, August 27th at Noon; **motion approved unanimously..**

New Business

Director Evaluation: Dr. House informed the Board that he and MSD worked together to create short term, six month, and long term goals for the Director. He will share a spreadsheet among board members for a formal review in six months.

Inside Allegan County: MSD Miller presented a proposal from Inside Allegan County Tourism Guide for a 2016-2017 advertisement. A **motion** by Karen Gregersen, **seconded** by Jen Antel was made to place a half page ad in the guide ; **motion approved unanimously.**

Jayda Gale Façade Grant Extension: The Design Committee has approved a two month extension for the completion of façade improvements at Jayda Gale. A **motion** by Jen Antel, **seconded** by Brad Buist was made to approve extension; **motion approved six (6) to one (1).**

Comments from Board Members *(None)*

Being no further business, Chair Dr Ron House declared the meeting adjourned at 1:14pm.