



CITY OF WAYLAND  
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM  
BOARD OF DIRECTORS  
City Council Chamber – 103 Main St  
April 12th, 2018 12:00pm

MINUTES

Chair Kelle Tobolic called the meeting to order at 12:00 pm.

**Roll Call**

Members Present: Chair Kelle Tobolic, Vice-Chair Jennifer Antel, Brian Sweebe, Treasurer Brad Buist, Jason Hancock, Robin Beckwith, City Manager Josh Eggleston

Members Absent: Chase Johnson, Mayor Bala, excused

Others Present: MSD Ingrid Miller

**Agenda Approval**

A **motion** by Jennifer Antel, **seconded** Robin Beckwith, to approve the meeting agenda of April 12, 2018; **motion approved unanimously.**

**Approval of Minutes**

A **motion** by Robin Beckwith, **seconded** by Jennifer Antel, was made approve Regular Meeting Minutes for March 15, 2018; **motion approved unanimously.**

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

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

**Director's Report**

MSD Miller updated the Board on several items; February 16, Volunteer Appreciation Dinner at Jayda Gale was a huge success. - 118 W. Superior Street and the interior rehabilitation is extraordinary. - Conpoto Community Currency program – public vote for name has concluded. They will be called Wayland Downtown Dollars. Chase and MSD Miller met with Conpoto representative this month and nailed down next steps. – MSD Miller met with High School shop teacher, Mr. Youngblood, and two representatives from ITC to discuss student involvement in Rain Garden pavilion design and build out. Students will be best suited to help build sign structures, benches, picnic tables, planter boxes. - Small business trainings began March 13 – this week. - We have started annual fund development campaign – Board members are encouraged to participate. - Preservation consultant, Jessica Flores, would like to have a community outreach meeting next month to gather feedback and interest in a national register

historic district. We are shooting for April 17. – We need volunteers for 150<sup>th</sup> celebration. Lots of items need to be tended to and we can use your help. – MSD Miller has a call tomorrow with Michigan Main Street Center to discuss services they will be providing to Wayland. - Attended Ian Lockwood Urban Design lecture in Holland Tuesday afternoon. It was a great training – Met with the SBDC and MMSC on 2/27 to discuss services and ways to encourage local businesses to utilize SBDC services. - Business Insider Continued: We developed a kick-off week and sent a newsletter every day that features a different small business resource. - MEDC Blight Elimination Grant Update; Council passed resolution, held public hearing, no comments, combined notices – final days of public comment period, need final development plan. - Upcoming Dates to Note: March 20, two of five PFG Small Business Breakfasts for downtown businesses, March 26-29 – National Conference – Kansas City, MO, April 17 – National Register Community Meeting

### **Financial Report**

Treasurer Brad Buist updates us on our financial standing; currently in a good place fundamentally, Brad, Chase, and Ingrid will prepare draft budget for 2018-2019

### **Committee Reports**

Design – Historic Preservation Open House on April 17<sup>th</sup>. Good attendance, covered the basics and discussed national register and funding opportunities.

Promo –MSC and Farmers Market planning in full swing

Org (Social Media) – working on Wayland Downtown Dollars and MSC advertising

ER – Completed 5 week series with PCI

### **Board Development***(None)*

### **Old Business***(None)*

### **New Business***(None)*

### **Comments from the Board**

Brian Sweebe: Retro Room will be on Fox 17 at 9am Thursday, Record Store day April 12<sup>th</sup>.

Being no further business, Chair Kelle Tobolic declared the meeting adjourned at 12:20PM.