



CITY OF WAYLAND
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM
BOARD OF DIRECTORS
City Council Chambers – 103 S. Main Street
March 21, 2019 7:00AM
AGENDA

1. **Call to Order**
2. **Roll Call**
3. **Agenda Approval**
4. **Public Hearings** (*None scheduled*)
5. **Approval of Minutes**
 - 5.1 Regular Meeting Minutes of February 21, 2019
6. **Other Minutes for Review** (*None*)
7. **Comments from the Public**
8. **City Staff Communications**
9. **Director's Report**
10. **Financial Report**
 - 10.1 YTD Financial Register
11. **Committee Reports**
12. **Board Development** (*None*)
13. **Old Business** (*None*)
14. **New Business** (*see next page for details*)
 - 14.1 2019-2020 Work Plan Binder
15. **Comments from Board Members**
16. **Adjournment**

Mission Statement:

By strengthening connections and communications between government, businesses, and community members, volunteers work to improve infrastructure and aesthetics of the district, facilitate the revitalization or reclamation of historic downtown buildings while fostering and promoting a successful business environment within the City.

Agenda Item Details

14.1 Work Plan Binder

ER

- Billboard Co-op
- Business/Developer Website
- WERC-shops, Entrepreneur Ecosystem

Design

- Façade Program
- Downtown flower plantings spring and fall
- Available property window clings
- Storefront merchandising resource and lighting support

Promo + Org (Natalie and Chase)

- Social media/marketing alignment
- Intern/Organizational Support
- Wayland Downtown Dollars

Promo

- Main Street Celebration
 - Minerva and Athena
- Movies on Main
- Art Hop
- Farmers Market
- Small Business Saturday
- Community Seed Exchange

Other Project Based

- Alley improvement
- Mural #2
- Junior Main Street
- Red Barn

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