



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

MINUTES

Chair Kelle Tobolic called the meeting to order at 7:00am.

Roll Call

Members Present: Chair Kelle Tobolic, Vice-Chair Jennifer Antel, Secretary Robin Beckwith, Jason Hancock, Brian Sweebe, Mayor Tim Bala, Heather Nesbit, Chase Johnson, Natalie Garcia.

Others Present: MSD Ingrid Miller, City Manager Josh Eggleston

Agenda Approval

A **motion** was made by Jennifer Antel to approve today's agenda, **seconded** by Robin Beckwith: **motion approved unanimously.**

Public Hearings *(None)*

Approval of Minutes

A **motion** was made by Robin Beckwith to approve January 17, 2019 minutes, **seconded** by Brian Sweebe; **motion approved unanimously.**

Other Minutes for Review *(None)*

Comments from the Public *(None)*

City Staff Communications

City Manager Josh Eggleston said snow plowing has kept DPW busy this winter.

Director's Report

MSD Miller updated the Board on a several items: we have posted a Non-Profit Development Internship position with GVSU, no applicants yet; Construction started on 106 W. Superior Street last month and they are putting on a new roof today; Dahlia City Dogs at 118 W Maple is open at 118 W. Maple Street and will have their grand opening in May 2019, Ingrid has been working with owner on façade grant and application; the Business + Leader Forum has been well received on the second Tuesday of each month; the space at 110 W. Superior Street has been leased to a financial advisor out of Grand Rapids; Promotion Committee and Organization Committee have combined into one with two co-chairs, plans for Main Street are underway; Billboard campaign is up and running; a community volunteer is interested in growing the BBQ competition for Main Street Celebration; sign up forms and links for Main Street Celebration are live; work plans are due March 15, 2019; there is an opportunity to submit a pitch for CEDAM Consumer Energy competition to “put your town on the map”; the owner of 104 S. Main Street met with preservation consultant and has more direction now; Ingrid and Kelle are working on budget recommendations related to maintenance expenses not applicable to DDA funding; sponsorship sales have started, all board members are to assist with this.

Upcoming Dates to Note:

Tuesday, February 26, SBDC GoToWebinar – How to Win at Social Media

Thursday, February 28, Promo + Org Committee Meeting 12pm at McDuff's

Friday, March 1, CEDAM Pitch Competition Deadline

Tuesday, March 5, Ingrid speaking with Elissa Sangali Hillary (Local First) at ICSC P3 Event in GR

Tuesday, March 12, Wayland Business + Leader Forum 8:30am at Simply Celia's

Monday, March 25, Volunteer Appreciation Dinner 6-9pm at Jayda Gale

Financial Report

Board Members reviewed the financial report. Kelle continues to review the DPW bills for snowplowing and maintenance and no inquiries were made.

Committee Reports

Promotion: Approved the Organization and Promo Committee merge, designating Chase Johnson and Natalie Garcia as the two Co-Chairs, and also assigned 2019 volunteer responsibilities.

Economic Restructuring (WERC): Discussed having a group Facebook page and are also looking into making the Main Street logo bigger on our billboards.

Design: Approved the façade design for Dahlia City Dogs.

Board Development (*None*)

Old Business

13.1 Board Officer Elections

A **motion** was made by Jennifer Antel to nominate Kelle Tobolic for Chair, **seconded** by Brian Sweebe; **motion approved unanimously.**

A **motion** was made by Brian Sweebe to nominate Robin Beckwith for Secretary, **seconded** by Chase Johnson; **motion approved unanimously.**

A **motion** was made by Jennifer Antel to nominate Chase Johnson for Treasurer, Chase Johnson declined.

A **motion** was made by Robin Beckwith to nominate Natalie Garcia for Treasurer, **seconded** by Kelle Tobolic; **motion approved unanimously.**

A **motion** was made by Kelle Tobolic to nominate Jennifer Antel for Vice-Chair, **seconded** by Jason Hancock; **motion approved unanimously.**

A **motion** was made by Jennifer Antel to close the voting, **seconded** by Brian Sweebe; **motion approved unanimously.**

Role Call was made for all of the Board Officer Elections; all were in favor.

New Business

14.1 120 S. Main Street Sign Grant Application – Dahlia City Floral and Gifts

A **motion** was made by Robin Beckwith to approve the sign grant for Dahlia City Floral and Gift's rear entrance, **seconded** by Jason Hancock; **motion approved unanimously.**

14.2 118 W. Maple Street Façade Grant Application – Dahlia City Dogs

A **motion** was made by Jennifer Antel to approve the façade grant for Dahlia City Dogs, **seconded** by Brian Sweebe; **motion approved unanimously.**

14.3 Volunteer of the Year Nomination Form

Round table discussion was held regarding the 2018-2019 volunteer nominations. Nominations were voted on and declared. Zoe Antel was voted as the Youth Volunteer of the Year, Vicki Gless was voted as the Farmers Market Volunteer of the Year, Josh & Alison Eggleston were voted as the Movies on Main Street Volunteers of the Year, Heather Nesbit was voted as Main Street Celebration Volunteer of the Year and Natalie Garcia was voted as Volunteer of the Year. Awards will be given March 1st during the annual Wayland Main Street volunteer dinner.

Comments from the Board

Natalie Garcia: The Gun Lake Casino is putting together gift baskets for their volunteer drawing and would like to implement the new Downtown Dollars, asking for a \$20 donation from each DDA Board Member.

Kelle Tobolic: Gave a heartfelt thank you to entire board for committing to improving downtown.

Jen Antel: Thanked the Board for all the hard work and apologized for being absent last month. She informed the Board that she has a new job as the Development Coordinator for the West Michigan Trails and Greenways Coalition.

Brian Sweebe: Welcomed new (and recycled) Board members and commented on how great the group is. He informed Board that Retro Room was having a sale this weekend Friday, Saturday, and Sunday all CDs and cassettes will be \$1.

Josh Eggleston: He is working on forming an RRC working committee with himself, Ingrid, Cole Lutz from DPW, a Council representative, and is asking for a DDA representative. Days and times are not set yet. Brian Sweebe offered to be on the committee. Josh also added that an offer has been extended to a new Police Chief and background check is underway.

Being no further business, Chair Kelle Tobolic declared the meeting adjourned at 7:45am