



CITY OF WAYLAND
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM
BOARD OF DIRECTORS
City Council Chambers – 103 S. Main Street
January 17, 2019 7:05AM

MINUTES

Chair Kelle Tobolic called the meeting to order at 7:05am.

Roll Call

Members Present: Chair Kelle Tobolic, Secretary Robin Beckwith, Brian Sweebe, Mayor Tim Bala, Heather Nesbit

Members Absent: Vice-Chair Jennifer Antel and Jason Hancock

Others Present: MSD Ingrid Miller, City Manager Josh Eggleston and Natalie Garcia

Agenda Approval

A **motion** was made by Brian Sweebe, **seconded** by Robin Beckwith, to table the Board Officer Elections to the February 21, 2019 meeting and to approve the agenda with changes: **motion approved unanimously.**

Public Hearings *(None)*

Approval of Minutes

A **motion** was made by Robin Beckwith, **seconded** by Brian Sweebe, to approve Regular Meeting Minutes for December 20, 2018; **motion approved unanimously.**

Other Minutes for Review *(None)*

Comments from the Public *(None)*

City Staff Communications

City Manager Josh Eggleston stated that there were at least 25 people attending the reception at Jayda Gale for the police chief's position. He also said that the City Council meeting would be moved from Monday, January 21st to Tuesday, January 22nd due to MLK Day.

Director's Report

MSD Miller updated the Board on a several items: The AmeriCorps Vista Applicant turned down the offer by not responding to our offer - we will now be looking into a possible internship position, Jennifer Antel and Ingrid Miller will be meeting with Grand Valley January 18th for details; Dahlia City Floral and Gifts had a good turn out for their ribbon cutting on January 11th; We are up and going for our Billboard

Co-Op and have one business participating so far; The ribbon cutting for Dahilia City Dogs at 118 W Maple will be in May 2019; We are currently working on volunteer recruitment for DDA committees and projects; We are now hitting the pavement once again for fund development; The new website for Downtown Wayland Main Street is ready and will be more user friendly and informative - this will go live within a couple weeks.

Financial Report

Board Members reviewed the financial report and no inquiries were made.

Committee Reports

Organization (Social Media): No Report

Promotion: Looking to combine Org and Promo Committees to have two Co-Chairs instead

Economic Restructuring (WERC): No Report

Design: The meeting will be on Tuesday, January 22nd. They are currently working on parking lot signage and work plans.

Board Development (None)

Old Business (None)

New Business

14.1 Board Officers Elections

Topic was tabled to discuss at the next meeting

14.2 Work Plan Project List 2019-2020

Each committee will review the following projects to decide which to propose to the board next month for approval:

ER: Billboard Co-op, Business/Developer Website, WERC-shops, Entrepreneur Ecosystem, Business Incubator/Co-workspace, Annual business gift

Design: Façade Program, Downtown flower plantings spring and fall, Available property window clings, "Match on Main", Storefront merchandising resource and lighting support

Organization: Social media/marketing alignment (google drive platform), Downtown Wayland is Open for Business campaign, Volunteer appreciation dinner, Volunteer handbook, Intern/Organizational Support, Conpoto/Wayland Downtown Dollars and door decals for participating businesses.

Promo: Main Street Celebration, Movies on Main, Art Hop, Farmers Market, Small Business Saturday, Winter/Spring fundraiser/gala

Other Project Based: Alley improvement - Vicki Gless has agreed to make a priority this year, Mural #2 -Carla French would like to see this be a project for the high schools students.

14.3 Volunteer of the Year Nomination Form

The form can be found at <https://goo.gl/forms/07oa3kaMu3iSet843>. Awards will be given March 1st during the annual Wayland Main Street volunteer dinner.

Comments from the Board

Brian Sweebe: Happy New Year!

Tim Bala: The VFW Fish Fry is starting.

Heather Nesbit: Dahlia City Floral is looking to rent out the extra space they have for small events.

Josh Eggleston: K&M bought 11 acres on Reno.

Robin Beckwith: It has been a great start to the New Year.

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