



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

MINUTES

Chair Kelle Tobolic called the meeting to order at 7:01am.

Roll Call

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

Members Absent: Heather Nesbit

Others Present: MSD Ingrid Miller, City Manager Josh Eggleston, DPW Cole Lutz.

Agenda Approval

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

Public Hearings *(None)*

Approval of Minutes

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

Other Minutes for Review *(None)*

Comments from the Public *(None)*

City Staff Communications

City Manager Josh Eggleston declared spring is here and said it is budget season for the City and as usual they have a conservative approach.

Director's Report

MSD Miller thanked the Board for completing the work plans. Ingrid also updated the Board on a several items: GVSU Intern job posted – no applicants yet; Construction continues on 106 W. Superior St., the bricks were not structurally sound so they are rebuilding it; Dahlia City Dogs new signs are up; construction starts on 120 S. Main Street for Dahlia City Floral & Gift March 25th; 135 North Main Street has sold – owner is interested in façade grant; 121 South Main Street has sold – owner is currently rehabbing the interior and would like to apply for façade grant; 120 W. Superior Street is getting bids for

façade grant; Promotion Committee and Organization Committee have combined into one two co-chairs with Natalie Garcia and Chase Johnson, plans for Main Street Celebration are underway; we were not selected for the CEDAM Consumer Energy competition to “put your town on the map” pitch grant; Ingrid presented at the ICSC P3 Event in GR on March 5th and it went very well, many talked to Ingrid afterward to discuss Wayland.

Upcoming Dates to Note:

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

April 29th Michigan Carpenters and Millwrights Training Center Grand Opening 10:30am-1:00pm.

May 17th Michigan Historic Preservation Network’s Annual Conference – Ingrid Presenting

June 3rd-4th Wayland hosting Michigan Main Street Training

October 10th Board Check-in with Michigan Main Street Center

Financial Report

Board Members reviewed the financial report. Natalie mentioned that our expenses should be less than 75% and weather had caused our equipment expenses to be 115% this winter.

Committee Reports

Promotion and Organization: This committee completed project work plans, discussed reading kickoff in conjunction with the farmer’s market kick off, and also to have a volunteer sign up page online for events.

Economic Restructuring (WERC): Discussed dates for garage sale to coordinate with middle school and high school tournament traffic. They are discussing having a Facebook page and/or to add our events to Anthony Winters “this is Wayland” facebook or Jason Hancock’s “Wayland-MI” facebook.

Design: Committee did not meet.

Board Development (None)

Old Business (None)

New Business

14.1 2019-2020 Work Plan Binder

The Board discussed each project work plan in detail.

ER: Billboard Co-op - other main streets are interested in this because of us; Business/Developer Website; WERC-shops, Entrepreneur Ecosystem - **we will need to get sponsors.**

Design: Façade Program - funds have not been deposited yet from grant; Downtown flower plantings spring and fall; Available property window clings – for spaces available; Storefront merchandising resource and lighting support – support from MI Main Street.

Promo + Org: Social media/marketing alignment; Intern/Organizational Support – possibly a Grad Student for three months; Wayland Downtown Dollars – could put window decals in windows of those participating, and are able to update advertising/specials for businesses online; Main Street Celebration – working on sponsorship, food truck signup is live, Minerva and Athena have their own volunteers; Movies on Main – need four sponsorships, the cost is \$400 per movie license; Art Hop, Farmers Market – Natalie is coordinating with the library’s kick off, came up with signage, the casino is willing to advertise our market at theirs on Wednesday s; Small Business Saturday – national event; Community Seed Exchange – we could provide

envelopes with our branding for people.

Other Project Based: Alley improvement – the first alley will be between Jayda Gale and The Hotel, we will need grants, working on planning design this year; Mural #2 – Shel Bell Sullivan is willing to design, there are fifteen students willing to paint the mural; Junior Main Street – this would be to design a group for middle school students to become involved in downtown development, we would teach them work plans; Red Barn – owner is Bruce Patrick, he is willing to donate the barn to anyone who would like to move it, possibility could be to move it to the field across from the State Police Post.

A **motion** was made by Chase Johnson to approve all of the 2019-2020 work plans, **seconded** by Natalie Garcia; **motion approved unanimously**. Project expenses would then need to be approved into the budget.

Comments from the Board

Natalie Garcia: Thanked the Board for their \$20 donations toward Downtown Dollar gift cards for the volunteer gift basket drawing.

Kelle Tobolic: Let the Board know that there will be construction this summer down Wildcat Road.

Brian Sweebe: Informed the Board that he's throwing around the idea for The Retro Room to have multiple bands during 5-10pm July 19th between McDuffs and The Retro Room.

Jason Hancock: Let the Board know that he is trying to start a mountain bike club in Wayland.

Josh Eggleston: Stated he needs to set up a meeting to arrange a planning commission committee. The DDA is required to have this in order to have Michigan Main Street Program in Wayland.

Being no further business, Chair Kelle Tobolic declared the meeting adjourned at 7:56am