



CITY OF WAYLAND
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM
BOARD OF DIRECTORS
City Council Chambers – 103 S. Main Street
December 19, 2019 7:00AM

MINUTES

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

Roll Call

Members Present: Chair Kelle Tobolic, Treasurer Natalie Garcia, Secretary Robin Beckwith, Aaron Wassenaar, Jennifer Antel, Jason Hancock, Daniel Jeffery, Mayor Tim Bala, and Brian Sweebe.

Others Present: MSD Julia Turnbull and 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 Brian Sweebe to approve October's Meeting Minutes, **seconded** by Natalie Garcia; **motion approved unanimously.**

Other Minutes for Review *(None)*

Comments from the Public *(None)*

City Staff Communications

Josh said there was a meeting held to discuss the establishment of marijuana within Wayland and that it was not attended well. Josh has a power point of this meeting if anyone is interested in seeing it. Josh also wished everyone a Merry Christmas and Happy New Year!

Kelle Tobolic's last day as DDA Chair and Design Committee Chair will be December 20th, 2019 and at this time the Board presented her with a plaque.

Director's Report

- MSD Julia Turnbull asked the Board if January 11th would work for the Board Retreat and all were in favor of this date. Julia will send out an agenda.

- Small Business Saturday went well and marketing material from American Express was delivered to local businesses. It was not overly busy and Julia is going to see what more we can do as the DDA to promote this event.
- Art Hop went well and all of the businesses were pleased with the turn out. Julia sent out a form to the artists to get their opinion as well. A couple ideas Julia has is to have a tree lighting sponsor for this particular event and to also have Main Street sponsor activities in businesses that do not have one.
- The IMPACT Report has been completed and turned into the state.
- A question that was brought up from a bench application is if we are willing to change the wording on the benches if requested. The Board agreed that yes, if it is appropriate.
- Julia is working on a new sponsorship form for 2020 and will present it at the Board Retreat.
- Julia met with Dr. House about doing a mural on the side of his building as Main Street's next mural project for June 2020. She is working with individuals from the design committee to make this happen. We will once again partner with Wayland students. The Fire Station is also interested in having a mural on their building.
- Julia and Josh will be meeting on Monday to go through RRC documents from work Julia had done in Sparta.
- Julia said thank you to Kelle and that we will miss her.

Upcoming Dates

Office Closed: 12/24, 12/25, 12/31 and 1/1

Financial Report

The board reviewed the YTD Financial. Treasurer Natalie Garcia discussed sending out sponsorship request forms in January for 2020. She will meet with Cheri from the City about the upcoming budget.

Committee Reports

Design: They did not need to meet.

Promotion: They did not meet in November or December due to the holidays. There will be a volunteer initiative in 2020.

Economic Restructuring (WERC): Art Hop and Small Business Saturday both went well.

Old Business *(None)*

New Business

14.1 Downtown Dollars – Conpoto Contract Renewal

We are under a two year contract for Conpoto, which is up in January. Discussion was had about whether it is worth the monthly fee for the DDA to continue. Julia will find out if those who have outstanding gift cards will still be able to redeem them if we decide to discontinue the contract.

14.2 Discussion of a new Board Chair

As the Vice Chair, Jennifer Antel will step up as Chair for now. We all need to see who has interest in this position and have further discussion.

Comments from the Board and City

Robin – Thank you Kelle, you will be missed!

Natalie – I appreciate all that you have done, you will be missed.

Daniel – We appreciate you Kelle, Merry Christmas everyone!

Tim – Kelle, just holler out the front door if you need anything.

Jen – The new Chair has big shoes to fill and will need to have a strong voice as Kelle did for us. She was not be afraid to address concerns and always went by the book.

Brian – Kelle, you did an extraordinary job, Merry Christmas everyone!

Jason – Thank you for everything Kelle!

Kelle – Thank you all! I was just a small part of the equation. You all do so much.

Being no further business, Chair Kelle Tobolic declared the meeting adjourned at 8am