



CITY OF WAYLAND
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM
BOARD OF DIRECTORS
City Council Chambers – 103 S. Main Street
October 17, 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 Robin Beckwith to approve today's agenda, **seconded** by Brian Sweebe: **motion approved unanimously.**

Public Hearings *(None)*

Approval of Minutes

A **motion** was made by Daniel Jeffery to approve September's Meeting Minutes, **seconded** by Natalie Garcia; **motion approved unanimously.**

Other Minutes for Review *(None)*

Comments from the Public *(None)*

City Staff Communications *(None)*

Director's Report

- MSD Julia Turnbull gave an update on her training in Lansing with the National/Michigan Main Street. Received a great overview of the fundamentals of the program and role as a director.
- The Board Check-in with National and Michigan Main Street went well. Julia emailed the power point to board members, as well.
- Julia had her Quarterly Training with Michigan Main Street for two days. She found out that the Match on Main Street will no longer allow those who were previously scored to re-apply. They learned about the new annual reporting mechanism for every Main Street community called IMPACT.
- Julia learned about the BUILD Institute Training collaboration with MEDC and ideas to create business plans.
- Julia met with Denise Behm to discuss Art Hop.
- Wayland is having issues with the lighting downtown. Julia is working with Cole Lutz to find out the details of cost and repair.

- Julia met with Natalie Garcia to talk about the DDA's sponsorship vision for 2020. They are hoping to present a new sponsorship methodology in a coming board meeting.
- There will be a board retreat in December to assess the boards goals as a board and individually.
- Today is the United Way of Caring. There will be 20 volunteers cleaning up the downtown flowerbeds and rain garden.

Upcoming Dates to Note:

November 1st, from 12-9pm: Ladies on Main Street

November 30th, all day: Small Business Saturday

December 5th, from 5-9pm: Art Hop

Financial Report

The board reviewed the YTD Financial. Treasurer Natalie Garcia discussed Downtown Dollars and explained the need to be spreading the word to enroll businesses in this benefit. It costs the DDA \$80 per month to provide this service.

Committee Reports

Design: There will be a meeting on Monday.

Promotion: There will be a meeting Thursday, October 24th to look at the upcoming events and possible changes for Main Street Celebration for the coming year; potentially moving the date to June since there have been numerous weather issues (heat/rain/storms).

Economic Restructuring (WERC): Business and Leader meeting had a great turnout for October!

Old Business *(None)*

New Business *(None)*

Comments from the Board and City *(None)*

Being no further business, Chair Kelle Tobolic declared the meeting adjourned at 7:30am