



**CITY OF WAYLAND  
DOWNTOWN DEVELOPMENT AUTHORITY/  
MAIN STREET PROGRAM  
BOARD OF DIRECTORS**

**REGULAR MEETING  
Wayland City Hall – City Council Chambers  
103 S. Main St.  
January 20, 2011  
12:00 PM Noon**

**Minutes**

Chair Mike Salisbury called the meeting to order at 12:02 PM

**ROLL CALL**

Members present:

Chair Mike Salisbury, Dr. Ron House, Stuart Isenhoff, Norman Taylor, Karen Gregersen, and Mayor Tim Bala

Members absent:

Joe Hamilton, Arny Rodriguez (Both notified Chair of their absence)

Others Present:

City Manager Chris Yonker, Main Street Manager Alicia Verardi, Finance Director Bhama Cairns and Ester Saunders

**PUBLIC HEARINGS** *(None scheduled)*

**INTRODUCTION OF NEW MEMBER – Norman Taylor**

Chair Mike Salisbury introduced the newest DDA Board member Norman Taylor and stated he was looking forward to working with Mr. Taylor for the next two years.

**APPROVAL OF MINUTES**

Chair Mike Salisbury noted that we did not have December meeting minutes to approve.

**OTHER MINUTES FOR REVIEW**

By consensus, the Board accepted the minutes of the following meetings into the record:

- City Council Regular Meetings of November 15, 2010, December 6, 2010, December 20, 2010, and January 3, 2011
- Planning Commission Regular Meetings of December 14, 2010

**COMMENTS FROM THE PUBLIC**

Chair Mike Salisbury introduced Ester Saunders from Benton Tax Accounting to the Board. He noted that he approached both Mrs. Saunders and her partner Dena Newville to fill an open seat on the DDA Board, and Mrs. Saunders expressed an interest.

## CITY STAFF COMMUNICATIONS

City Manager Chris Yonker reported on the current status of the downtown gas leak. Mr. Yonker announced that the Public Safety Building has also been evacuated. Mr. Yonker also noted that two of the downtown businesses that were forced to close, Hastings City Bank and Wayland Floral, still remained closed. However, Hastings City Bank had relocated and was operating out of the Council Room at City Hall. Mr. Yonker was pleased to see how the community came together to help these businesses in a time of need.

Mr. Yonker also reported that three (3) light poles had been ordered to replace those knocked over on West Superior Street. They will arrive in eight (8) to ten (10) weeks.

Mr. Yonker noted that the crossing sign on the Southwest corner of West Superior Street and Main Street had been replaced due to rust.

Finance Director Bham Cairns distributed a current 2010-2011 Revenue and Expenditure Report of DDA funds to the Board. Ms. Cairns and Treasurer Ron House then reviewed the Report with the Board and answered any questions that arose. Main Street Manager Alicia Verardi noted that the expenditures accounts had not been updated to reflect the amended budgeted amounts.

## MANAGER REPORT

Main Street Manager Alicia Verardi asked the Board to review the sample Vision and Mission Statements Chair Mike Salisbury had sent out before the Visioning Session on Saturday, January 22, 2011. Ms. Verardi informed Board members that the Visioning Session will still be held at the Public Safety Building.

Ms. Verardi reminded committee Chairs that they need to have their Work Plans into the Board by the next DDA Board meeting on February 17, 2011 in order to move forward with the budgeting process.

Ms. Verardi reviewed the quote for Main Street office equipment from Clark Technical Services with Board. Chair Mike Salisbury reminded the Board that they had already approved the purchase of office equipment by amending the budget during the October Board meeting.

Ms. Verardi discussed her interest in putting a community information board in the downtown area. Ms. Verardi reminded the Board that they had previously considered an electronic downtown kiosk as part of the Wayfinding project. She then asked the Board if they would be interested in revisiting the project. Ms. Verardi would research various types of community information boards at various prices and share her research during the February board meeting. City Manager Chris Yonker noted a possible partnership with the City. Chair Mike Salisbury **moved** to approve the research of a community information board, Secretary Karen Gregersen **seconded**; **motion unanimously approved**.

Ms. Verardi announced that the purchase of the building located at 142 S. Main St. is official and Celia and Virgil Gleason are planning to open a restaurant and bakery.

Finally, Ms. Verardi introduced new Main Street/DDA Board Handbooks and quickly reviewed the Table of Contents with the Board. She encouraged Board members to look through the Handbook before the next Board meeting.

## COMMITTEE REPORTS

Chair Mike Salisbury asked committee Chairs to postpone their reports until the discussion of fiscal year 2010-2011 Work Plans under new business.

### OLD BUSINESS

#### POSSIBLE MS/DDA BOARD MEETING SCHEDULE CHANGE

Chair Mike Salisbury announced that member Joe Hamilton asked to resign as he can longer attend DDA Board meetings at 12 PM (noon) on Thursdays. Mr. Salisbury asked the Board to consider other days and times to meet. Main Street Manager Alicia Verardi reviewed the responses she received from Board members and compared them to the hours that Joe Hamilton was available to meet. Finding no other possible meeting time, it was decided that DDA Board will continue to meet on the third Thursday of each month at City Hall in the City Council Chambers at 12 PM (noon).

#### STAFF PURCHASING POLICY

Chair Mike Salisbury reviewed the Staff Purchasing Policy and asked Board members if they each had time to review the Policy.

Main Street Manager Alicia Verardi noted that the Staff Purchasing Policy directly reflects the Policy that the City has in place for staff with minor changes.

Chair Mike Salisbury called for a motion. **Moved** by Stuart Isenhoff, **seconded** by Secretary Karen Gregersen to approve the Staff Purchasing Policy.

Norman Taylor asked to remove the two (2) brackets from the word obligation on page two (2) of the Staff Purchasing Policy.

Chair Mike Salisbury asked Mr. Isenhoff to amend his motion.

**Moved** by Stuart Isenhoff, **seconded** by Secretary Karen Gregersen to approve the Staff Purchasing Policy without the two (2) brackets on the word obligation on page two (2); **motion unanimously approved.**

#### ADDITION OF CITY LOGO ON THE BACK OF WAYFINDING SIGNS

Chair Mike Salisbury began the discussion of including the City logo and wording on the back on the Wayfinding signs. Mr. Salisbury reminded the Board that this issue has been brought up before and briefly reviewed the outcome.

Main Street Manager Alicia Verardi reviewed the quote from Midwest Sign Co. she received from previous Board member Monte Listopad. Midwest Sign Co. quoted \$35 per logo and \$40 installation per sign with a total of \$75 per sign. The total to include the logo on all seven (7) Wayfinding signs would be \$525.00.

Mayor Tim Bala had received a quote from Wayland Do It Best Hardware as well as a sample of the logo. Mr. Bala presented the sample of their work. Wayland Do It Best Hardware quoted \$35 per sign for both the logo and installation. The total to include the logo on all seven (7) Wayfinding signs would be \$245.00.

Chair Mike Salisbury began the discussion on whether to include wording on the back of the signs along with the logo.

City Manager Chris Yonker noted that two (2) of the Wayfinding signs currently have wording and a logo on the back side.

Stuart Isenhoff stated that he often heard people ask where Wayland Union Schools were located and suggested adding those locations to the Wayfinding Signs.

Main Street Manager Alicia Verardi stated that if school locations would be added to the Wayfinding signs, the funds should not come from the MS/DDA as our objective is to direct people into Downtown.

City Manager Chris Yonker suggested a possible partnership with Wayland Union Schools and the City of Wayland to add other locations and maintain consistency among signs.

Chair Mike Salisbury asked for a motion to approve.

**Moved** by Treasurer Ron House, **seconded** by Mayor Tim Bala to have Wayland Do It Best Hardware prepare and install the City logo on the back of seven (7) Wayfinding signs when the weather permits; **motion unanimously approved.**

## NEW BUSINESS

### FAÇADE GRANT AMENDMENTS

Main Street Manager Alicia Verardi stated that after reviewing the Façade Grant Guidelines some corrections should be made. Ms. Verardi suggested the following amendments:

- On page two (2) under Repair and Restoration, item 2, the change of the words *per property* to *per façade fronting public rights-of-way*.
- On page two (2) under Eligible Program Projects & Requirements, item 1, the change of the words *Downtown Blueprint area* to *Main Street area*.
- In the document's entirety, the change of the *Façade Review Committee* to the *Design Committee*.

Board members agreed these changes should be made and asked Ms. Verardi to present the amended Façade Grant Guidelines to the Board at the February meeting for approval.

### FISCAL YEAR 2010-2011 WORK PLANS

Economic Restructuring: Main Street Manager Alicia Verardi reported on behalf of committee Chair Army Rodriguez. The previous night, the ER committee held a Business and Property Owner's meeting to introduce the committee and discuss its purpose. With close to thirty (30) business and property owners in attendance, it was a great opportunity for downtown stakeholders to get to know each other and begin to work together. Committee member Bruce Patrick is working on a Downtown Building Inventory which he introduced at the meeting. The committee is also working on creating a nondisclosure agreement so business and property owners can come to the committee for help knowing that their information will be safe and secure.

Promotion Committee: Chair Ron House reported that the committee is moving forward with the plans for the Main Street Celebration in June. Project manager Jay Prosch-Jensen has been working with the Allegan County Arts Council to set up an Artist's Market and has been researching possible entertainment. Mr. Prosch-Jensen has worked with Daily Brews' owner Bruce Patrick to set up a Student Art Prize during the festival. Committee members Penny Salisbury, Jodi Sevigny, and Pat Staley are working on creating a potential sponsors list and establishing contacts. Dr. House also reported that the committee is looking to plan a Downtown Halloween event as well for the next fiscal year.

Organization Committee: Chair Karen Gregersen reported that the Main Street Mascot project is moving along and project manager Matt Miner has dropped off the entry forms to all public and private schools in the Wayland area. The committee will be reviewing the entries and voting on the winners during their next committee meeting. Mrs. Gregersen also noted that plans for the newsletter and Web site were also moving forward, although they are hoping to gain some insight from the Visioning Session.

Design Committee: Committee member Stuart Isenhoff reported on behalf of Chair Joe Hamilton. Mr. Isenhoff noted that the committee is working together with Henika District Library on the Historic Coloring Contest. He also stated that Chair Joe Hamilton has asked three (3) local companies to assess the condition of our Downtown Trees.

Main Street Manager Alicia Verardi added that the Design committee is also busy planning a Downtown clean-up day titled "Wash-up Wayland". The event is scheduled for April 30<sup>th</sup>, 2011. Ms. Verardi also noted that committee member Linda Gibson has gone around to Downtown businesses to inform them of the Design services offered by Kelly Larson and the Building Basics Workshop.

#### **COMMENTS FROM BOARD MEMBERS**

Chair Mike Salisbury once again reminded Board members of the Visioning Session on Saturday, January 22, 2011 and encouraged all to be in attendance.

#### **ADJOURNMENT**

Being no further business, Chair Mike Salisbury declared the meeting adjourned at 1:03 PM.