



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

REGULAR MEETING
Wayland City Hall – City Council Chambers
103 S. Main St.
October 21, 2010
12:00 PM Noon

Minutes

Chair Mike Salisbury called the special meeting to order at 12:03 PM.

ROLL CALL

Members Present:

Chair Mike Salisbury, Karen Gregersen, Joe Hamilton, Ron House, Stuart Isenhoff,
Monte Listopad, Clare Vilenski & Mayor Tim Bala

Members Absent:

Army Rodriguez (notified staff of absence)

Others Present:

Main Street Manager Alicia Verardi, City Manager Chris Yonker, City Finance Director
Bhama Cairns & Scott Cook (Wayland Outdoor Power)

PUBLIC HEARINGS: None scheduled

APPROVAL OF DDA MEETING MINUTES

Moved by Joe Hamilton, **seconded** by Karen Gregersen to approve the Minutes of the
September 9, 2010 special meeting as submitted with the meeting packet; **motion unanimously
approved.**

OTHER MINUTES FOR REVIEW

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

- City Council Meetings of September 7 & 20 and October 4, 2010
- Planning Commission Meetings of June 8, August 10 & September 14, 2010

COMMENTS FROM THE PUBLIC: None

CITY STAFF COMMUNICATIONS

City Manager Yonker reported that the new railroad signals & crossarms are installed @ the
Superior St. crossing. This was a carryover project from the original W. Superior St. streetscape
project. It was funded on a 50/50 state/local grant basis. The City's match was coming out of
the remaining 2008 Capital Bond funds.

He also noted that the City Council had finally approved the removal of the remaining 18 original streetlights along W. Superior by Consumers Energy; most have already been removed, with some poles & line segments remaining.

Finally, Mr. Yonker related the excitement in the community being generated by the Main St. Program. He had just attended the Chamber of Commerce's annual strategic planning session where the Board expressed its enthusiasm for the program & the collaborative efforts taking place between the DDA/Main St. Board, City Council, Planning Commission & Chamber of Commerce.

1ST QUARTER FINANCIAL REPORT FOR THE DDA/MS FUND (FOR PERIOD ENDING 9/30/2010)

Finance Director Cairns reported that invoices would be going out soon for the pledged donations to the MS Program. Ms. Verardi stated that she would be keeping a separate running spreadsheet of DDA/MS revenues & expenses in addition to the financial management services provided by the City. In response to a Board question, Ms. Cairns stated it would be preferable that any DDA/MS credit/debit card go through the DDA/MS's separate checking account, rather than the City's credit/debit accounts. She would proceed to secure such a credit/debit access once the Board adopted a credit card use policy as required by State statutes and for internal financial controls.

MAIN STREET MANAGER REPORT

Main Street Manager Alicia Verardi submitted her written progress report to Board. Laura Krizov of the MI Main St. Center (MMSC) will be providing samples from other communities re: Manager Reports. The Board concurred with receiving monthly financial reports. Ms. Verardi reminded the Board of the scheduled committee work plan sessions on the 16th & 17th of November. There will be a 3-1/2 hour time block for each of the four committees; 2 during the day & 2 during the evening. Chair Salisbury urged all Board members to clear off their schedules for this training & ensure all committee members attend the sessions, where they will be compiling their work plans for the coming year. The Board needs to confirm the membership of each committee (suggested 7 members) by November 1st. The committees need to have completed their "wish lists" and submitted them to the MMSC by November 8th. The format for those lists will be given to each committee chair today. We must confirm which dates & time slots for each committee's training & inform the MMSC by November 8th. Ms Verardi also requested some amendments to the DDA/MS Fund budget; these would be presented to the Board for consideration under the New Business portion of the agenda.

OLD BUSINESS:

RESULTS & COMMENTS ON OCTOBER 13-14 BASELINE ASSESSMENT PROCESS

Ms. Verardi distributed a copy of the PowerPoint presentation made during the wrap-up session of the Baseline Assessment on October 14th. The Chair briefly reviewed the identified assets & challenges; he acknowledged that there were things that would need to be worked on, but felt that the program was right where it needed to be. He echoed one of the report's conclusions that there is currently not a sense of community pride in the downtown.

Chair Salisbury noted that each Board member needs to spend some personal time with Ms. Verardi to get to know each other. He also suggested holding a strategic board retreat. Clare Vilenski stated that she liked the positive slogan mentioned during the presentation: "Come Home to Wayland." It was representative of our town's partial status as a bedroom community

to the larger employment centers in Grand Rapids, Kalamazoo & Lansing. She believed there were great partnership opportunities that could come out of attendance @ the Baseline Assessment sessions.

NEW BUSINESS:

AWARD OF CONTRACT FOR DOWNTOWN SIDEWALK SNOW REMOVAL SERVICES

Mr. Listopad announced that he would abstain from discussion and voting on this issue due to a business conflict of interest. Karen Gregersen **moved, seconded** by Mayor Bala to select J. Jablonski & Sons to provide the snow removal services for downtown sidewalks for the 2010/11 winter season, beginning November 1, 2010 & running through next spring at the bid price of \$36/hour. **Motion unanimously approved**, with Mr. Listopad abstaining. Mr. House & Mr. Hamilton left the meeting at this time.

ADOPTION OF REVISED DDA/MS FUND FY 2010/11 BUDGET AMENDMENTS

Discussion ensued regarding several proposed amendments to the FY 2010/11 DDA/MS Fund budget:

- A footnote would be added noting that currently, the insurance line item covered only renter's insurance
- Based on the agreed starting salary & benefit package, \$7,696 was unneeded from the salary/benefits line items & could be reallocated elsewhere in the budget
- Ms. Verardi requested that the office equipment line item be increased from \$500 to \$5,000 to cover the upfront costs to purchase a laptop computer, software & a printer
- The names of the four MS committees would replace the original budget program line items & each committee's budget would be increased from \$1,500 to \$2,000
- The Chamber's ArtHop/ArtShop event has budgeted for the purchase of three A-frame sidewalk signs; Ms. Verardi proposed that \$500 be used out of the Promotion/Events committee line item to purchase an additional three signs to be owned by the DDA/MS program.

Chair Salisbury **moved, seconded** by Clare Vilenski to make the following amendments to the FY 2010/11 DDA/MS budget and submit the amendments to the City Council for approval:

- Reduce salary line item from \$35,000 to \$33,000
- Reduce benefits line item from \$11,500 to \$5,604
- Revise the names for the Committee operating line items & increase each from \$1,500 to \$2,000
- Increase the office equipment line item from \$500 to \$5,000
- Transfer the remaining unallocated funds to the miscellaneous line item, increasing it from \$386 to \$1,582

Motion unanimously approved. A copy of the revised budget is attached to these minutes and incorporated herein.

ANNUAL DDA/MS MEMBERSHIP IN THE NATIONAL TRUST FOR HISTORIC PRESERVATION (NTHP)

Moved by Stuart Isenhoff, **seconded** by Tim Bala to authorize the DDA/MS membership in the NTHP. The membership will allow the DDA/MS to receive access & discounts to publications & training (ex: MS Committee handbooks for each member.) Annual dues are \$250. **Motion unanimously approved.**

CONSIDERATION OF APPOINTMENT PROCESS FOR MS COMMITTEE MEMBERS

Chair Salisbury reiterated the Board's desire to have a Board member chair each of the four MS committees, at least for the first year. This would greatly assist in the formation & continuity of the committees as the program goes through its first year of organizational efforts.

COMMENTS FROM DDA MEMBERS

The Chair announced that Mr. Listopad had submitted his resignation after 20 years serving on the DDA Board. Mr. Salisbury presented a plaque of appreciation on behalf of the DDA/MS Board and the City of Wayland thanking him for his service to the community. Mr. Listopad wished the DDA/MS program well.

Ms. Vilenski asked if the list of volunteers compiled over the last couple months had gotten out to the committee chairs and if those that did not express interest in one of the four committees were considered for committee membership or other volunteer needs. Ms. Verardi & the City Manager assured her that the list had been inputted into an Outlook data base & would continue to be used by the program.

Mayor Bala offered his congratulations and thank you to Mr. Listopad for his service to the community.

ADJOURNMENT

Being no further business, the Chair declared the meeting adjourned at 1:29 PM.

Respectfully submitted,

Chris A. Yonker, City Manager