



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

REGULAR MEETING  
Wayland City Hall – City Council Chambers  
103 S. Main St.  
November 18, 2010  
12:00 PM Noon

MINUTES

Chair Mike Salisbury called the meeting to order at 12:05 PM

ROLL CALL

Members Present:

Chair Mike Salisbury, Clare Vilenski, Karen Gregersen, Ron House, Stuart Isenhoff, Army Rodriguez & Mayor Tim Bala

Members Absent:

Norm Taylor & Joe Hamilton (both notified Chair of their absence)

Others Present:

Main Street Manager Alicia Verardi & City Manager Chris Yonker

PUBLIC HEARINGS *(None scheduled)*

APPROVAL OF MINUTES

**Moved** by Clare Vilenski, **seconded** by Mayor Tim Bala to approve the Minutes of the October 21, 2010 meeting as submitted with the meeting packet; **motion unanimously approved.**

OTHER MINUTES FOR REVIEW

Chair Mike Salisbury noted that there was not a Planning Commission Meeting in October.

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

- City Council Regular Meetings of October 18, 2010 and November 1, 2010

COMMENTS FROM THE PUBLIC: None

CITY STAFF COMMUNICATIONS

City Manager Yonker reported that Consumers is almost done removing the light poles on W. Superior and that we are no longer paying the monthly fee for the older streetlights.

He also noted that the new railroad crossing signals are up and operating. He mentioned that Norfolk Southern Railroad had contacted him regarding payment for signal maintenance but City

Manager Yonker informed them that they are no longer owned by their company. Norfolk Southern agreed to withdraw its payment request.

City Manager Yonker announced that bids are out for the Rabbit River Nature Trail; they were mailed out November 18, 2010 and are due in three weeks.

He reported that Norman Taylor's appointment to the DDA Board was approved by City Council, noting a recent amendment to the Incompatible Offices Act that now allows officers and employees of public entities to sit on DDA, TIFA Boards, etc.

Finally, Mr. Yonker stated that City Hall is distributing assessor tasks among City Staff while working with surrounding communities to fill an interim Tax Assessor position.

### MANAGER REPORT

Main Street Manager Alicia Verardi reported on how impressed the State representatives were with the Committee Training Sessions. Based on their visit in October for our Base-line Assessment, they did not expect us to have moved this far forward with our program. Ms. Verardi stated that she could not believe how many great ideas had come together to form each committee's "Project Wish List".

She also noted that each committee has at least eight members and had their first meeting this month. She thanked Ron House for stepping up as the Promotion Committee Chair during the training.

Ms. Verardi reviewed the financial section of the MS Manager's Report. DDA Chair Mike Salisbury, City Manager Chris Yonker, Finance Director Bhama Cairns and MS Manager Alicia Verardi had a two hour meeting to discuss financial goals for the next fiscal year.

Finally, she noted that she had mailed out pledge invoices accounting for \$4,850 of the MS/DDA Board revenues for FY 2010-2011; currently she has received checks from eight of the twelve businesses/people amounting to \$2,825.

### COMMITTEE REPORTS

Chair Mike Salisbury noted the addition of this section in the agenda and asked for each Committee Chair's report.

Economic Restructuring Committee Chair Arny Rodriguez reported that the ER committee will begin with a focus on our current assets and what we have downtown. He followed with a brief description of one committee project, the Business Networking Event. This will be an opportunity to get downtown business owners together to discuss the opportunities and challenges they are facing.

Organization Committee Chair Karen Gregersen discussed her excitement for all of the committee projects including the Main Street Man Mascot, which will be used to raise awareness and recruit volunteers. The Committee also felt it was vital to begin a monthly newsletter and create a website. She reported that the next committee meeting would be December 13, 2010.

Promotion Committee Chair Ron House announced the committee's enthusiasm for continuing the July Main Street Celebration as an annual "birthday" for the program. This would a family-focused event. Also discussed was a Downtown Movie Night project. Mr. House stressed the need for the MS/DDA Board to create a vision and mission statement.

Main Street Manager Alicia Verardi reported for the Design Committee on behalf of Committee Chair Joe Hamilton. The group is planning a downtown clean-up day scheduled for the day after Earth Day and is looking to get students involved. During National Historic Preservation month, they will be hosting a Historic Coloring Contest.

Chair Mike Salisbury commented on how excited the State Main Street representatives were about Wayland. He also noted that he was very impressed by the ideas that came up during the Organization Committee training. He finished by encouraging the MS/DDA Board to continue positively spreading the word about the MS program.

## OLD BUSINESS

### UPDATE APPOINTMENT PROCESS FOR MAIN STREET COMMITTEE MEMBERS

Chair Mike Salisbury thanked the MS/DDA Board members who stepped up as committee chairs.

He noted that Mr. Taylor would be filling Monte Listopad's two-year term and that there is a four-year term still needing to be filled. He encouraged Board members to continue looking for members to fill empty seats.

Mr. Salisbury presented Vice Chair Clare Vilenski with flowers from the Board for her time served.

Mrs. Vilenski thanked the Board and expressed her pleasure working with everyone and hoped she has helped with downtown development.

## NEW BUSINESS

### STAFF SPENDING AUTHORIZATION POLICY

Chair Mike Salisbury explained the importance and need for setting a limit of spending for the MS Manager. He asked City Manager Yonker to explain how this works on a City level.

Mr. Yonker outlined the City's purchasing policy. He noted that there are different levels of approval depending on the type of purchase and the amount. The current limit for the City Manager is \$1,500 without City Council approval. Most communities are from \$5,000-\$7,000 as long as it is accounted for in the budget. Generally department heads are responsible and held accountable for expenses, spending and attaining invoices. We need to be cognate of the fact that we are spending public tax dollars, so we need to make sure we are getting competitive prices. State law requires that we have a purchasing and credit card policy. Credit card purchases are treated as convenience purchases. There needs to be a paper trail for purchases and the Board needs the ability to approve these purchases. Credit card purchases do not allow the Board to see the details of the purchase. Mr. Yonker is willing to share and help develop a policy similar to the one adopted by the City. Ms. Cairns would prefer running the cash directly through the DDA account rather than having expenses come through the general account and then be billed to the MS/DDA account.

Chair Mike Salisbury asked the Board to give the Main Street Manager guidelines so that a policy can be drafted and presented to the Board during the next meeting.

Mayor Tim Bala asked to have the policy set up and submitted to the City Council for review.

Arny Rodriguez describes the policy that stands at TPS. Communication is the key.

Chair Salisbury asked Mr. Yonker and Ms. Verardi to work together to draft a policy based on what the City has in place.

APPROVAL OF HOLIDAY GARLAND ESTIMATE – HONEY TREE NURSERY

Karen Gregersen **moved**, Army Rodriguez **seconded** the approval of the Honey Tree Nursery estimate of \$2,445 for holiday garland on downtown and W. Superior St. light poles; **motion unanimously approved.**

BOARD MEMBER, COMMITTEE CHAIR, COMMITTEE MEMBER DESCRIPTION OF DUTIES DOCUMENT(S)

The Chair asked members to review the Board and committee commitment descriptions included in the packet and to send any recommendations to Ms. Verardi.

ELECTION OF OFFICERS – CHAIR, VICE CHAIR, SECRETARY & TREASURER

Chair Salisbury asked members to be prepared to discuss meeting date and/or time change at the January meeting.

The Chair asked for nominations for Chair. Vice Chair Clare Vilesnki nominated Mike Salisbury for Chair for the 2011 term. **Nomination unanimously approved.**

Stuart Isenhoff nominated Army Rodriguez for Vice Chair; Chair Mike Salisbury **seconded** the nomination. **Nomination unanimously approved.**

The Chair asked for nominations for Secretary. Stuart Isenhoff nominated Karen Gregersen; Ron House **seconded** the nomination. Karen Gregersen **accepted.** **Nomination unanimously approved.**

Ron House nominated Stuart Isenhoff for Treasurer. Mr. Isenhoff did not accept the nomination.

Chair Mike Salisbury **moved**, Secretary Karen Gregersen **seconded** the nomination of Ron House for Treasurer. Ron House **accepted.** **Nomination unanimously approved.**

Chair Mike Salisbury thanked all members for their commitment.

COMMENTS FROM BOARD MEMBERS

Vice Chair Army Rodriguez is excited about Main Street and meeting/participating with other business owners.

Secretary Karen Gregersen: none

Treasurer Ron House is thankful that the Main Street representatives are here for guidance.

Mayor Tim Bala thanked Clare for her services to the Board and everyone for helping out.

Stuart Isenhoff is excited for business owners to get together.

Chair Mike Salisbury discussed the need for a visioning session with the community in the next 60 days and shared his regret that he will no longer be working with Clare.

Clare Vilenski thanked the Board and is excited about Main Street and the turn-out for the committee training.

ADJOURNMENT

Being no further business, Chair Mike Salisbury declared the meeting adjourned at 1:10 PM.