



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

REGULAR MEETING

Wayland City Hall – City Council Chambers

103 S. Main St.

February 17, 2011

12:00 PM Noon

MINUTES

Chair Mike Salisbury called the meeting to order at 12:04 PM

ROLL CALL

Members present:

Chair Mike Salisbury, Vice-Chair Army Rodriguez, Treasurer Ron House, Secretary Karen Gregersen, Stuart Isenhoff, Esther Saunders, Norm Taylor, and Mayor Tim Bala

Members absent:

Joe Hamilton

Others present:

City Manager Chris Yonker and Main Street Manager Alicia Verardi

AGENDA APPROVAL

Chair Mike Salisbury asked for a motion to approve the agenda. **Moved** by Mayor Tim Bala, **seconded** by Vice-Chair Army Rodriguez to approve the agenda; **motion approved unanimously.**

PUBLIC HEARINGS (*None scheduled*)

INTRODUCTION OF NEW MEMBERS – **Esther Saunders and Tom Damveld**

Chair Mike Salisbury introduced Esther Saunders and stated how glad he was to have her join the DDA/MS Board.

APPROVAL OF MINUTES

Moved by Karen Gregersen, **seconded** by Stuart Isenhoff to approve the Minutes of the November 18, 2010 and January 20, 2011 meetings 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 Regular Meetings of January 3, 2011 and January 17, 2011

COMMENTS FROM THE PUBLIC (*None*)

CITY STAFF COMMUNICATIONS

City Manager Chris Yonker introduced corrections of the DDA/MS Board appointments and asked Board members to verify their information. Corrections included Norm Taylor filling Monte Listopad's seat for a term ending October 31, 2012, Tom Damveld filling Clare Vilenski's seat for a term ending October 31, 2014, and Esther Saunders filling Joe Hamilton's seat for a term ending October 31, 2011. Vice-Chair Arny Rodriguez stated that his listed home number should be changed, Secretary Karen Gregersen corrected her e-mail address, and Norm Taylor provided a home phone number.

Mr. Yonker updated the Board on the status of the Rabbit River Trail. He stated that the gravel has been laid and they are hoping for a Memorial Day ribbon cutting.

Mr. Yonker shared Governor Snyder's proposed budget. He noted that if the Governor's proposal is accepted there would be a 40% cut in revenue sharing and personal property tax would be eliminated. The DDA would be most affected by the elimination of the personal property tax on business equipment and machinery. With no replacement revenue behind these cuts, the City of Wayland could face a \$200,000 loss.

MANAGER'S REPORT

Downtown Information Board: MS Manager Alicia Verardi passed around examples of different information boards ranging from simple cork bulletin boards to digital kiosks. Ms. Verardi asked the Board which types they were interested in. The Board asked Ms. Verardi to bring back information on the pricing, available colors, materials, and dimensions as well as the durability and upkeep associated with the simple cork bulletin boards.

Redevelopment Liquor License: MS Manager Alicia Verardi introduced the Redevelopment Liquor License as issued by the Michigan Liquor Control Commission (MLCC) under Michigan Compiled Laws (MCL) 426.1531a(1)(b) to downtown development districts established under 1975 PA 197. Ms. Verardi explained the purpose and benefits of the RLL and how it can be used to help with our downtown revitalization efforts. The Board asked Ms. Verardi to move forward with the application process.

MS/DDA Projector: MS Manager Alicia Verardi stated that the Economic Restructuring committee is interested in the use and purchase of a portable projector for the downtown business meetings and future business recruitment presentations. Ms. Verardi suggested that since a portable projector could be used for MS trainings and other committee activities, that the DDA/MS Board purchase the projector and store in the MS office. ER committee member David Hart has researched portable projectors and stated that we can get a quality projector for \$500 - \$600. ER committee Chair Arny Rodriguez asked that we consider purchasing a projector for up

to \$800 to include sound capabilities and a microphone input. **Moved** by Karen Gregersen, **seconded** by Norm Taylor to spend not greater than \$800 for the purchase of a portable projector to use for educational training, presentations, and committee activities; **motion unanimously approved.**

Downtown Trees: MS Manager Alicia Verardi presented a quote received from Honeytree Nursery. The Design committee has recognized care for our downtown trees as one of their committee projects and Chair Joe Hamilton has pursued quotes from three companies. Honeytree Nursery quoted \$4,600 for the care of 132 trees strictly in our Main Street area. The DDA/MS Board agreed that this care is a necessity and should be included in next year's budget. City Manager Chris Yonker asked which trees were included in that quote as the City already has a tree care and trimming system in place. MS Manager Alicia Verardi said she would contact Mike at Honeytree Nursery and request a map of the trees as well as an estimate of the care needed. Mr. Yonker suggested a possible partnership with the City's tree care system.

MMSC Staff visits: MS Manager Alicia Verardi informed the Board that all four Michigan Main Street Center (MMSC) specialists sat in on February committee meetings. They reported that each committee seems to be on track and are impressed with our progress. State Historic Preservation Office/MS Architect Kelly Larson, ER Specialist Dace Koenigsnecht, and Promotion Specialist Mary Stotler all met with new property and business owners Virgil and Celia Gleason to discuss their business plan and offer advice.

COMMITTEE REPORTS

Given the time and the need to discuss the budget, Chair Mike Salisbury asked committee Chairs to please hold committee reports until the next meeting.

OLD BUSINESS

Façade Grant Guidelines Amendments

Given the time and the need to discuss the budget, Chair Mike Salisbury asked to table the façade grant amendments until the next meeting.

NEW BUSINESS

Budget Fiscal Year 2011-2012

MS Manager Alicia Verardi presented a preliminary budget to the DDA/MS Board. Some discussion ensued. Budget to be finalized at the March DDA/MS Board meeting.

COMMENTS FROM BOARD MEMBERS

Chair Mike Salisbury again welcomed Esther Saunders to the DDA/MS Board.

ADJOURNMENT

Being no further business, Chair Mike Salisbury declared the meeting adjourned at 1:15 PM