

Hello!

I hope everyone had a wonderful holiday season and January! The sun is shining today, make sure to enjoy some of it. Please see the below updates about all the exciting things we are working on.

DDA - Street Lights: As you may know there are many street lights out. This is a long story of Frankensteining lights and delays on parts. Over the past few months we have met with electricians and gotten a few quotes. I am sorry for the delay but we are on the path forward. When I have dates on when they will start to be fixed with the new lights (not the random parts they had before) I will let you know.

• **Upcoming Events** - Here is a list of all the upcoming events:

- February 9th - The second Cocktail and Appetizer Trail
- February 15th - Chocolate Walk from 5pm-9pm downtown Wayland
- March 16th - Everybody's Irish downtown Wayland (roads closed) from 2pm-9pm
- March 30th - Easter Egg Hunt downtown Wayland (roads closed) 11am-1pm

• **WERC Committee**

1. Best of Wayland - The best of Wayland was announced Monday at the business owners breakfast. We are dropping off the winners' window clings this week. **If you did not already, please fill out the attached information sheet and email it back to me. Also - we are looking at changing the breakfast to a dinner, thoughts?**
2. Business welcome packets – We are starting to work on some business welcome packets for new businesses. This will include information about Wayland, the DDA, and more.
3. Business Liaisons – The EV committee has split all the DDA businesses among themselves and will be stopping by a couple times a year to make sure contact information is up to date and check in. Please reach out to me if you have not heard from them and I will make sure your liaison stops by.

• **Promotions Committee (All posters are attached for the events)**

1. **Chocolate Walk Days** - February 15th from 5pm-9pm.
 1. I have included the map of all the locations for this event and what they will be offering. We are also going to feature each of them on Facebook.
 2. We will also be coming around with signs for each business to have in their window the day before.
2. **March 16th Everybody's Irish** – (ROADS CLOSED AT NOON TILL 9 PM)
This year will be the first time we close the roads and celebrate St. Patrick's day downtown Wayland. We will have a DJ, an Irish band, scavenger hunt for all ages, food trucks and vendors.
 1. If your location is doing something special for this day, please email so I can include it on the map.
 2. Vendor Sign-Up
- https://docs.google.com/forms/d/e/1FAIpQLScoJ87o0oBZALQhvhHJnARHyP-ov9wb1luZRCYkh5rpkpSqPw/viewform?usp=sf_link
3. **March 30th – Easter Egg Hunt** (ROADS CLOSED FROM 9AM TO 1PM)

1. We are still working on the details but this will be a citywide easter egg hunt. We are asking businesses to help. If you would like to stuff eggs and hide them, please let me know. If you would like to donate the eggs and/or candy, please let me know too.
2. As we get closer, I will send out more details.

- **Design Committee**

1. The design committee is working on new signage for this year. We have been working with a company for a new welcome sign by the highway entrance, social district signs, historical signs and wayfinding signs.
2. Our bench plaque program is back! If you have a plaque we will be reaching out to you. If you would like one, please let me know!
3. Mural - We are still working with the artist to finalize the design of the mural on the firestation.
4. Spring landscape will be coming soon!
5. Veterans Banner - This May we will have a veterans banner hanging downtown. If you would like one, please see the attached.
6. High School Banners - We learned a lot this year from our banners. We know what works and what does not. Next year the design will feature more of the student and the name. We have the third trimester banners coming soon and they will be taken down at the end of April for the Veteran banners.

- **Organization Committee**

1. Hype Team - We are starting a new program this year! It is called the Wayland Hype team. We have several volunteers who will become influencers for downtown Wayland. More information to come!

As always, I am here for anything you need!