

Hello!

I hope everyone had a great Christmas and New Year! We are planning for the spring and summer right now! Very excited about all the new ideas and continuing programs.

Directors Report:

- We hosted the MSU Extension (which was a free service through a grant through Michigan Main Street) in December. If you did not receive a link and would like one, please let me know. We are going to focus on the history and art in Wayland moving forward and long with keeping our current events and programs.
- We are working on an Art program that will help draw artists to the city, plan out where we can add art, and timelines. If you have any ideas, please let me know
- Garden Club - Along with art, we are going to be focusing on the landscape in the city. We are partnering with the City to help create a Wayland Garden Club that will help with projects and create their own.
- Part Time Marketing/Communication Position - We are hiring a part-time person to help focus on social media, marketing, and events. We are excited to see the growth this will support, the reach that will be created, and the streamline for social media and helping to promote all our downtown businesses fairly. Keep your eyes out for social media requests and more.
- Vision Planning - Our committees and board will start the process of vision planning for the next couple years. We are also working on the budget and workplans.

- **Upcoming Events -**
- Between the Buns is going till the end of January. If you are part of it, and need anything, please let me know.
- We will be doing the Chocolate Walk again this year on February 12th from 5pm-9pm. If you would like to be open and have something in the Chocolate Walk. Please let me know if you are going to be doing the chocolate walk and what you will be featuring.
- Everybody's Irish - March 15th from 2pm-7pm - we will be closing the streets downtown for walking around, music, and games.
- Summerfest - June 13th-15th - Summerfest will be Friday Night, Saturday, and Sunday.

- **WERC Committee**
 1. Business Owner Meal/Best of Wayland Awards - Is January 22nd from 3:30 to 5pm at OpenRoad Brewery. Please let me know if you are planning on coming if you have not done so yet.
 2. Look for information on the Spring Billboard program
 3. At the Best of Award we will be hanging out a business survey - THIS IS REALLY IMPORTANT - If you cannot make it, we will be sending one out via email as well. This survey will tell us what assistance we should plan for next year and gives us updated contact information. It also allows you to voice your opinion on anything.
 4. Business Owner Meeting - Jamie Huff at Huff Pool and Spa was very generous and will be starting a business owners meeting. This meeting will be just businesses to meet each other, talk, and share concerns. She will be reporting back with any problems we need to address or questions. The first meeting is at 7:30am at McDuffs on January 29th.

- **Design Committee**

1. Veteran Banner Program - We are starting to accept applications for the Veteran Banner program. (attached). If you have purchased one last year and left it with us, it will be rehung.
2. Social District signs will be going up that show the limits of the district and details.

As always, I am here for anything you need!