

## HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

*May 16, 2024, Meeting - Communication*

**To:** DDA Members and Staff  
**From:** Sandy Ponsetto  
**Date:** May 14, 2024  
**Subject:** Information Regarding April May 16, 2024, Meeting of DDA

The next meeting of the Hastings DDA is scheduled for **8:00 a.m. on Thursday May 16<sup>th</sup>** in the Council Chambers, second floor of City Hall.

### 5. Financial Statement and Budget Review

Budget data has been updated through April 30, 2024. All budget and financial data have been entered from the April 30, 2024 trial balance. City Council adopted the 2024/2025 Fiscal Year budget at their meeting on Monday May 13<sup>th</sup>.

### 6. Façade and BEIG Update

The façade grant spreadsheet has been updated through April 30, 2024.

### 8. Old Business

Staff will provide an update on the streetscape project.

### 9. New Business

Staff has processed three (3) façade grant reimbursements and Steve Hoke will discuss marketing requests to increase local attendance at Hastings Live programming.

Please let us know if you are unable to attend the meeting.



# HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA

Meeting Thursday May 16, 2024

## MEETING AT CITY HALL

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1. Call to Order/ Roll Call. (Meeting starts at 8:00 a.m.)
2. Pledge to the Flag
3. Approval/Additions/Deletions to Agenda
4. Approval of Minutes – Review Minutes from the April 18, 2024 Meeting
5. Receive Financial Statements & Budget Review
6. Façade and BEIG update
7. Open Public Discussion and Comments
8. Old Business:
  - A. Streetscape Update
9. New Business
  - A. Marketing Request for Hastings Live Programming.
    - a. Full page ad Hastings Reminder \$686.40
    - b. 1300 rack cards for Hastings Schools and St. Rose \$300.00
  - B. Façade Reimbursement for Nathan Winick at 228 N Jefferson in the amount of \$3,550.00.
  - C. Façade Reimbursement for Jackie Elliott at 327 N Broadway in the amount of \$6,170.00.
  - D. Façade Reimbursement for Jackie Elliott at 329 N Broadway in the amount of \$3,822.50.
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

**City of Hastings**  
**Downtown Development Authority**  
**DRAFT Meeting Minutes**  
**April 18, 2024**

**1. Meeting Call to Order and Roll Call—**

The meeting was called to order at 8:05 a.m. by Woods.

**Roll Call –**

Present: Albrecht, Baker, Button, Hatfield, Peterson, Tossava, Woods

Absent: Ulberg, Wiswell

City Staff and Appointees: Hoke, King, Ponsetto, Resseguie

Others Present:

**2. Pledge to the Flag**

**3. Approval/Additions/Deletions to Agenda –**

Motion by Hatfield, second by Baker, to approve the agenda as presented.

All ayes, motion carried.

**4. Approval of Minutes –**

Motion by Hatfield, second by Baker, to approve the minutes of the March 15, 2024, DDA meeting as presented.

All ayes, motion carried.

**5. Financial Statements & Budget for Review –**

King presented the financial statement and DDA budget for review and answered questions from the DDA regarding the financial statement and budget formats.

**6. Façade and BEIG Update-**

King presented a summary of façade grant and BEIG Loan activities.

**7. Open Public Comment and Discussion – None**

**8. Old Business-**

**A. Outfront geofencing information**

King answered questions from DDA Board members about the City's contract with Outfront Media geofencing and billboard designs. The DDA board requested that a sales representative from Outfront Media attend the May 16, 2024, DDA Meeting.

**9. New Business-- None**

**10. DDA Member Comment –**

Board members briefly discussed the streetscape and Barry-Roubaix. King discussed the CopperRock project at the former Royal Coach site.

**11. Open Public Comment and Discussion – None**

**12. Adjournment**

Motion by Tossava, second by Hatfield, to adjourn.

All ayes, motion carried.

Meeting adjourned at 9:21 a.m.

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Patty Woods, Chair

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Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

Line Item DDA Budget FY 23/24

DDA Budget 2023/2024 May 10, 2024 Update (thru 04.30.24)					
Account Number	Title	Budget	Year to Date	Projected	Budget 2024/2025
248.100.404.000	Tax Capture	\$ 682,240	\$ 695,713	\$ 695,713	\$ 725,000
248.100.573.000	LCSA Appropriation	\$ 63,000			\$ 60,000
248.100.642.000	Sculpture Sales	\$ 5,000		\$ -	\$ 5,000
248.100.642.010	Advertising Sales				
248.100.648.000	Application Fees	\$ 1,000	\$ 300	\$ 600	\$ 1,000
248.100.654.000	Electrical Vehicle Station	\$ 250	\$ 139	\$ 250	\$ 250
248.100.665.000	Interest Earned	\$ 12,000	\$ 72,211	\$ 72,211	\$ 16,000
248.100.672.000	Other Revenue	\$2,700,000	\$ 2,768,604	\$ 2,768,604	
248.100.674.000	Private Contributions or Donations		\$ -	\$ -	
248.100.675.000	Sponsorships	\$ 500	\$ 1,150	\$ 1,150	\$ 700
<b>Total Revenue</b>		<b>\$3,463,990</b>	<b>\$ 3,538,117</b>	<b>\$ 3,538,528</b>	<b>\$ 807,950</b>
248.728.756.000	Repair and Maintenance Supplies				
248.728.766.000	Disposable Technology				
248.728.772.000	Promotion Supplies	\$ 500			\$ 500
248.728.803.000	Administrative Services	\$ 35,000		\$ 35,000	\$ 35,000
248.728.806.000	Legal Services - Streetscape Bonding	\$ 500	\$ 26,182	\$ 26,182	\$ 500
248.728.807.000	Planning Services	\$ 5,000			\$ 2,000
248.728.861.000	<b>Transportation (Milage)</b>	<b>\$ 100</b>			<b>\$ 100</b>
248.728.872.000	<b>Parking SAD</b>	<b>\$ 15,962</b>		\$ 15,962	<b>\$ 15,962</b>
248.728.879.000	<b>Website</b>	<b>\$ 500</b>	\$ 95	\$ 500	<b>\$ 650</b>
248.728.882.000	Advertising - Social Media	\$ 13,000	\$ 9,900	\$ 13,000	\$ 13,000
248.728.883.000	Advertising - Print	\$ 5,000		\$ 5,000	\$ 5,000
	Michigan Trails Magazine	\$ 736	\$ 812		
	Hastings Reminder - Holiday	\$ 2,000			
	Battle Creek Shopper - Holiday	\$ 750	\$ 637		
	Lowell's Buyers Guide - Holiday	\$ 130	\$ 110		
	J-Ad Summer Fun Guide	\$ 475			
248.728.884.000	Billboards	\$ 9,000	\$ 10,200	\$ 9,000	\$ 9,000
248.728.885.000	Advertising-Radio	\$ 2,000	\$ 1,453	\$ 2,000	\$ 2,000
248.728.886.000	Videography	\$ 2,000			\$ 4,000
248.728.887.000	Speakers/Performers	\$ 1,000			\$ 1,000
248.728.891.000	Licenses and Fees	\$ 250			\$ 250
248.728.900.000	<b>Printing and Publishing</b>	<b>\$ 6,000</b>		\$ 6,000	<b>\$ 8,000</b>
	J-Ad Dine and Shop Brochures	\$ 700			
	J-Ad (Event Schedules)	\$ 300	\$ 673	\$ 673	
	J-Ad (Roubaix Booklets)	\$ 2,700			
	J-Ad (Farmers Market Brochures)	\$ 1,300		\$ -	
	Progressive Graphics Mag. Calendar	\$ 650	\$ 850		
	Progressive Graphics Rack Cards	\$ 500			
	J-Ad (Downtown Parking Brochures)	\$ 250			
	J-Ad RFP Lot 8		\$ 75		
	Progressive Graphics (Name Badges)		\$ 196		
248.728.906.000	Promotions/Marketing	\$ 1,000	\$ 247	\$ 147	\$ 500
248.728.907.000	Sponsorship and Donations	\$ 14,500		\$ 5,900	\$ 14,000
	Chamber of Commerce	\$ 2,000			
	Summerfest	\$ 1,000			
	Jingle and Mingle	\$ 2,900	\$ 2,900	\$ 2,900	

Line Item DDA Budget FY 23/24

Account Number	Title	Budget	Year to Date	Projected	Budget 2024/2025
	Ball Drop	\$ 2,000	\$ 2,000	\$ 2,000	
	Farmer's Market	\$ 1,500			
	Barry Roubaix	\$ 2,000			
	Barry Community Foundation	\$ 3,000			
<b>248.728.911.000</b>	<b>Conferences/Trainings</b>	<b>\$ 1,000</b>		\$ 500	\$ 1,000
	MFEA	\$ 295			
	Boyne USA	\$ 333			
	Other Training	\$ 800			
<b>248.728.912.000</b>	<b>Meetings</b>	<b>\$ 100</b>			\$ 100
<b>248.728.915.000</b>	<b>Membership Dues</b>	<b>\$ 600</b>		\$ 284	\$ 600
	West Michigan Tourist Assoc.	\$ 270	\$ 284		
	MI Festivals and Events	\$ 250			
<b>248.728.918.000</b>	<b>Water/Sewer</b>				
<b>248.728.920.000</b>	<b>Electric</b>		\$ 462	\$ 600	
<b>248.728.921.000</b>	<b>Gas</b>		\$ 91	\$ 300	
<b>248.728.926.000</b>	<b>Property Taxes</b>	\$ -			
<b>248.728.929.000</b>	<b>Ground Repair and Maintenance</b>				
<b>248.728.929.010</b>	<b>Snow Plowing and Removal</b>	<b>\$ 5,000</b>		\$ -	\$ 5,000
<b>248.728.930.000</b>	<b>Repair and Maintenance</b>	<b>\$ 100</b>	\$ 1,689	\$ 1,689	\$ 100
<b>248.728.940.000</b>	<b>Equipment Fund Rental</b>	<b>\$ 15,000</b>	\$ 421	\$ 421	\$ 5,000
<b>248.728.946.000</b>	<b>Engineering (SME) Light Pole Inspect.</b>				
<b>248.728.974.000</b>	<b>Land Improvements (Depreciable)</b>	<b>\$3,000,000</b>		<b>\$ 3,000,000</b>	
	Plaza(s) Painting		\$ 14,560		
	Parking Lot Imp/Paving Lot 8	\$ 235,000		\$ -	
	Fencing/Screening				
	MC Smith Streetscape Design	\$ 67,137	\$ 28,322	\$ 67,137	
	Streetscape Project		\$ 1,064,925		
248-728-801-000	Streetscape Bonding Services		\$ 41,100	\$ 41,100	
	Kendall Electric		\$ 178,711		
	Downtown Street Short Pole Globes				
	Street Light Painting				
	Consort Banner Flags		\$ 138		
	Water/Sewer Improvement/Scape		\$ 2,583		
<b>248.728.974.010</b>	<b>Land Improvements (Non-Dep)</b>			<b>\$ 720</b>	<b>\$ 14,500</b>
	Consumers Energy		\$ 200	\$ 200	
	Consort		\$ 520	\$ 520	
	Sculpture Purchase				
	Spray Plaza Maintenance				
<b>248.728.978.010</b>	<b>Technology - Non Depreciable</b>				
<b>248.728.986.000</b>	<b>Sculpture Rehab</b>				
<b>248.728.991.000</b>	<b>Façade Improvement Grants</b>	<b>\$ 50,000</b>	\$ 2,100	\$ 25,000	\$ 50,000
<b>248.728.992.000</b>	<b>Annual Streetscape Debt Service</b>	<b>\$ 110,000</b>	\$ 73,407	\$ 73,407	\$ 197,400
<b>Total Expenditures</b>		<b>\$3,293,112</b>	<b>\$ 1,465,843</b>	<b>\$ 3,221,612</b>	<b>\$ 385,162</b>

Line Item DDA Budget FY 23/24

<b>248.728.905.000</b>	<b>Transfer to Other Governments</b>	<b>\$ 452,095</b>			<b>\$ 498,229</b>
	Administration	\$ 197,225		\$ 197,225	
	Spray Plaza Security (EPS)	\$ 1,400		\$ 1,104	
	MSI - Sculpture Rental	\$ 10,600	\$ 10,600	\$ 10,600	
	MSI - Sculpture Installation	\$ 7,100		\$ 7,100	
	MSI-Flatlanders - Sculpture Repair	\$ 3,900		\$ 3,900	
	Speakers and Performers (Buskers)	\$ 1,000			
	J-Ad - Hastings Live Booklets	\$ 5,000		\$ 2,400	
	J-Ad - Sculpture Tour Booklets	\$ 1,500		\$ 1,500	
	Progressive Graphics-Hastings Live	\$ 700		\$ 600	
	TAC Sponsorship	\$ 5,925	\$ 5,925	\$ 5,925	
	Water and Sewer - Spray Plaza	\$ 9,900	\$ 7,873	\$ 9,900	
	Parking Lot 8			\$ 235,000	
<b>Total Transfers</b>		<b>\$ 452,095</b>	<b>\$ 24,398</b>	<b>\$ 475,254</b>	<b>\$ 498,229</b>
<b>Account Number</b>	<b>Title</b>	<b>Budget</b>	<b>Year to Date</b>	<b>Projected</b>	<b>Budget 2024/2025</b>
<b>Total</b>	<b>Expenditures and Transfers</b>	<b>\$3,745,207</b>	<b>\$ 1,490,241</b>	<b>\$ 3,696,866</b>	<b>\$ 883,391</b>
<b>Total Revenue</b>		<b>\$3,463,990</b>	<b>\$ 3,538,117</b>	<b>\$ 3,538,528</b>	<b>\$ 807,950</b>
<b>Total Expenditure and Transfers</b>		<b>\$3,745,207</b>	<b>\$ 1,490,241</b>	<b>\$ 3,696,866</b>	<b>\$ 883,391</b>
<b>Total Net Position</b>		<b>(\$281,217)</b>	<b>\$2,047,876</b>	<b>\$ (158,338)</b>	<b>\$ (75,441)</b>
<b>Beginning Fund Balance</b>		<b>\$ 654,056</b>	<b>\$ 654,056</b>	<b>\$ 654,056</b>	<b>\$ 495,718</b>
<b>Ending Fund Balance</b>		<b>\$ 372,839</b>	<b>\$2,701,932</b>	<b>\$ 495,718</b>	<b>\$ 420,277</b>

**Façade Improvement Grant 2023/2024 Budget****\$50,000.00****May 14, 2024*****Paid FY 2023/24 To Date (04/30)***

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109/111 W. State Street - Norm and Carole Barlow - Barlow Florists	12/21/2023	<b>\$2,100.00</b>
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TOTAL DISBURSED		<b>\$2,100.00</b>
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***Façade Grants Pledged for the 2023/2024 FY Budget***

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150/152 W. State Street (Phase II) - Seasonal Grille	1/20/2022	<b>\$4,500.00</b>
112 E. Court Street - Donna and Dave Kensington - Razor's Edge	2/16/2023	<b>\$10,000.00</b>
144 E. State Street - Kevin Anderson	4/20/2023	<b>\$10,000.00</b>
148 E. State Street - Kevin Anderson	4/20/2023	<b>\$10,000.00</b>
228 N. Jefferson - Nathan Winick - River Walk Café	11/16/2023	<b>\$3,550.00</b>
327 N. Broadway - Jackie Elliott- Rental Space	1/18/2024	<b>\$6,170.00</b>
329 N. Broadway - Jackie Elliott - Frozen Spoon	1/18/2024	<b>\$3,910.00</b>
150 E. State Street - Nathan Winick	3/21/2024	<b>\$6,433.00</b>

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TOTAL PLEDGED		<b>\$54,563.00</b>
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***Architectural Renderings Pledged for the 2023/2024 FY Budget***

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TOTAL PLEDGED FOR ARCHITECTURAL		<b>\$0.00</b>
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<b>Total Approved 2023/2024 Budget</b>		<b>\$50,000.00</b>
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<b>Total Approved and Disbursed 2023/2024 Projects</b>		<b>\$56,663.00</b>
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Available		<b>(\$6,663.00)</b>
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## Façade Improvement Grant Reimbursement Request Synopsis

**Date:** May 14, 2024

**Business:** Riverwalk Cafe

**Property Owner:** Nathan Winick

**Address:** 228 N. Jefferson St.

### Conclusion:

The property owner has completed the proposed work and has submitted the related invoice. City staff has provided a photo of the completed project and approves the completed work. Due to cost, the business owner had only one awning installed. The second awning may be the subject of an additional façade grant in the future.

The applicant is requesting reimbursement in the amount of \$3,550.00 which is the amount approved by the DDA on Nov. 16, 2023.



Handwritten signature of Dan King in cursive script.

X \_\_\_\_\_

Staff Approval by: Dan King, Community Development Director

Date: May 10, 2024

## Façade Improvement Grant Reimbursement Request Synopsis

**Date:** May 10, 2024

**Business:** Rental Property

**Property Owner:** Jackie Elliot

**Address:** 327 N. Broadway

### Conclusion:

The property owner has completed the proposed work and has submitted the related invoice. City Staff has provided a photo of the completed project and approves the completed work.

The applicant is requesting reimbursement in the amount of \$6,170.00 the amount approved by the DDA on January 18, 2024.



Handwritten signature of Dan King

X \_\_\_\_\_

Staff Approval by: Dan King, Community Development Director

Date: May 10, 2024

**Façade Improvement Grant Reimbursement Request Synopsis**

**Date:** May 10, 2024

**Business:** The Frozen Spoon

**Property Owner:** Jackie Elliot

**Address:** 329 N. Broadway

**Conclusion:**

The property owner has completed the proposed work and has submitted the related invoice. City Staff has provided a photo of the completed project and approves the completed work.

The applicant is requesting reimbursement in the amount of \$3,822.50 the amount approved by the DDA on January 18, 2024.



Handwritten signature of Dan King.

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Staff Approval by: Dan King, Community Development Director

Date: May 10, 2024