

City of Hastings
Downtown Development Authority
DRAFT Meeting Minutes

May 16, 2024

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:01 a.m. by Woods.

Roll Call –

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

Absent:

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

Others Present:

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Woods added Discussion of Downtown Banner policy as Item B. and discussion of billboards as Item C. under Old Business.

Motion by Hatfield, second by Button to approve the agenda as amended.

All ayes, motion carried.

4. Approval of Minutes –

Motion by Hatfield, second by Peterson, to approve the April 18, 2024, Minutes, as presented.

All ayes, motion carried.

5. Financial Statements & Budget for Review –

King said the budget data had been updated through April 30 and the City Council had adopted the 2024/2025 fiscal year budget during its Monday, May 13 meeting. King answered questions about the Right Place grant and funds for updating the streetscape on Church and Jefferson Streets in 3 – 4 years.

The board asked staff to provide an annual and running total of façade grants dispersed over the last ten years and a BEIG Loan year end synopsis. A board member suggested contacting the local newspaper to do a story about how the DDA Facade Grant and BEIG Loan programs are available to help business owners.

6. Façade and BEIG Update-

King said the Façade grant spreadsheet had been updated through April 30, 2024, and only \$2,100 had been dispersed during this fiscal year.

7. Open Public Comment and Discussion – None

8. Old Business-

A. Streetscape Update—

King gave an update on the streetscape and answered questions from the board. He said the contractors would close a portion of E. State St. next week to install a storm drain near the mid-block crossing. The board asked King to relay their concerns to the contractor about cracked concrete between the new streetscape and the businesses.

B. Banner Policy

The board discussed updating the policy and fee schedule for banners displayed on W. State Street. King said City staff has discussed charging a fee to cover the cost of putting up and taking down the banners starting July 1, 2024. Staff were asked to add further discussion of the policy to next month’s agenda and send DDA members the current policy for review. As a sidebar, a board member suggested an inventory of light pole banners and refreshing or replacing those that are damaged or worn.

C. Billboards-

The board discussed current billboard designs, whether they should continue with geofencing.

9. New Business-

A. Marketing Request for Hastings Live Programming-

a. Full page ad in the Hastings Reminder \$686.40

b. 1300 rack cards for Hastings Area Schools and St. Rose \$300.

Motion by Wiswell, second by Hatfield to approve the expenditure of up to \$1,500 to cover marketing expenses as outlined by Hoke.

Ayes: Albrecht, Baker, Button, Hatfield, Peterson, Tossava, Ulberg, Wiswell, Woods

Nays:

Absent:

All ayes, motion carried.

B. Façade Reimbursement for Nathan Winick at 228 N. Jefferson St.in the amount of \$3,550.00-

King said the work had been completed and approved by staff and a PO has been issued.

C. Façade Reimbursement for Jackie Elliot at 327 N. Broadway in the amount of \$6,170.00-

King said the work had been completed and approved by staff and a PO has been issued.

D. Façade Reimbursement for Jackie Elliot at 329 N. Broadway in the amount of \$3,822.50-

King said the work had been completed and approved by staff and a PO has been issued.

10. DDA Member Comment –

Wiswell suggested staff or volunteers attend the Very Barry event Saturday, June 8, 2024, to hand out Hastings Live rack cards and brochures. He asked when work was scheduled to begin on Parking Lot 8. King said work would start on the parking lot when the streetscape was complete.

King said that the LDFA had been dissolved because it had achieved most of its goals and the rest had become obsolete due to the lack of additional industrial property. He said the LDFA/BRA board would now serve as the BRA board.

11. Open Public Comment and Discussion – None

12. Adjournment

Motion by Tossava, second by Hatfield, to adjourn.

All ayes, motion carried

The meeting was adjourned at 9:25 a.m.

Patty Woods, Chair

Deb Button, Secretary