

City of Hastings
Downtown Development Authority
DRAFT Meeting Minutes
June 20, 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: Baker, Button, Hatfield, Peterson, Tossava, Wiswell, Woods

Absent: Albrecht, Ulberg

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

Others Present: Nichole Lyke (BCCEDA), Steve Arnest (Outfront Media)

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Wood suggested that Item 9A. be moved forward on the agenda, so Lyke could leave to attend another meeting

Motion by Wiswell, second, by Hatfield, to approve the agenda as modified

All ayes, motion carried

4. Approval of Minutes –

Motion by Wiswell, second by Tossava, to approve the minutes of the May 16, 2024, DDA meeting as presented.

All ayes, motion carried

5. Financial Statements & Budget for Review –

King said the budget information included in the DDA packet was updated through May 31, 2024. He also said that work would begin on Parking Lot 8 as soon as the streetscape project was completed in July.

6. Façade and BEIG Update-

King said the façade grant spreadsheet has been updated through May 31, 2024. As requested at the May 16th meeting, staff has prepared a spreadsheet reflecting yearly façade grant expenditures dating to June 30, 2015. He said the spreadsheet indicates the aggregate amount of the façade grant committed funds that underspent since 2015. And, as with all line-item budget categories, budgeted dollars not spent during the fiscal year budgeted are added to the fund balance.

7. Open Public Comment and Discussion – None

9. New Business

A. Barry County Chamber of Commerce and EDA Request of \$250.00 for Small Business Bootcamp Workshop Segment 3 Sponsorship-

Motion by Tossava, second by Hatfield, to approve the expenditure of \$250.00 to sponsor Segment 3 of the Small Business Bootcamp Workshop.

Ayes: Baker, Button, Hatfield, Peterson, Tossava, Woods

Nays: Wiswell

Absent: Albrecht, Ulberg

6 in favor, 1 against, motion carried

8. Old Business-

A. Billboard Marketing Presentation by Steve Arnest from Outfront Media-

Arnest answered questions from the DDA board about the DDA’s current contract and a potential contract for 2024-2025.

Motion by Wiswell, second by Hatfield, to approve the expenditure of \$24,050.00 for static and digital billboard and mobile advertising for the 2024- 2025 fiscal year.

Ayes: Beker, Button, Hatfield, Peterson, Wiswell, Woods

Nays: Tossava

Absent: Albrecht, Ulberg

6 in favor, 1 against, motion carried

B. Streetscape Update-

King gave an update and answered questions about the streetscape project.

C. Street Banner Discussion-

The board discussed the City’s current street banner policy and the possibility of making changes to that policy.

Button left the meeting at 9:17 a.m.

Hatfield left the meeting at 9:21 a.m.

9. New Business-

B. Consider conducting PA 57 of 2018 Informational Meeting at the July 18, 2024, DDA Meeting.

It was the consensus of the board to conduct PA 57 of 2018 Informational Meeting during the July 18, 2024 meeting

10. DDA Member Comment – None

11. Open Public Comment and Discussion – None

12. Adjournment

Motion by Tossava, second by Baker, to adjourn.

All ayes, motion carried.

Meeting adjourned at 9:25 a.m.

Patty Woods, Chair

Deb Button, Secretary