

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

July 18, 2024, Meeting - Communication

To: DDA Members and Staff
From: Dan King
Date: July 12, 2024
Subject: Information Regarding July 18, 2024, Meeting of DDA

The next meeting of the Hastings DDA is scheduled for **8:00 a.m.** on **Thursday July 18th** in the Council Chambers, second floor of City Hall.

5. Financial Statement and Budget Review

Budget data has been updated through June 30, 2024.

6. Façade and BEIG Update

The façade grant and BEIG spreadsheets have been updated through June 30, 2024.

8. Old Business

Staff will provide an update on the streetscape project and provide an update on the Spray Plaza shade sails cost estimate.

9. New Business

Representative from the Barry Community Foundation will be present to present their annual request of \$1,500 for sponsorship and support of the Farmers Market. The request is in the fiscal year 24/25 budget.

The first PA 57 of 2018 informational meeting will be conducted.

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

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA

Meeting Thursday July 18, 2024

MEETING AT CITY HALL

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 June 20, 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
 - B. Spray Plaza Shade Sail Update
9. New Business
 - A. Farmers Market Annual Sponsorship Request
 - B. Conduct First PA 57 of 2018 Informational Meeting
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

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

DDA Budget 2023/2024 July 11, 2024 Update (thru 06.30.24)					
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	\$ 253	\$ 253	\$ 250
248.100.665.000	Interest Earned	\$ 12,000	\$ 90,445	\$ 90,445	\$ 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	\$ 1,050	\$ 1,050	\$ 700
Total Revenue		\$3,463,990	\$ 3,556,365	\$ 3,556,665	\$ 807,950
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	Transportation (Milage)	\$ 100			\$ 100
248.728.872.000	Parking SAD	\$ 15,962		\$ 15,962	\$ 15,962
248.728.879.000	Website	\$ 500	\$ 965	\$ 500	\$ 650
248.728.882.000	Advertising - Social Media	\$ 13,000	\$ 11,500	\$ 11,500	\$ 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	\$ 12,500	\$ 12,500	\$ 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	Printing and Publishing	\$ 6,000		\$ 6,000	\$ 8,000
	J-Ad Dine - Hastings Live	\$ 700	\$ 210	\$ 210	
	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	\$ 500	\$ 500	
	Summerfest	\$ 1,000			
	Jingle and Mingle	\$ 2,900	\$ 2,900	\$ 2,900	

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			
248.728.911.000	Conferences/Trainings	\$ 1,000		\$ 500	\$ 1,000
	MFEA	\$ 295			
	Boyne USA	\$ 333			
	Other Training	\$ 800			
248.728.912.000	Meetings	\$ 100			\$ 100
248.728.915.000	Membership Dues	\$ 600		\$ 284	\$ 600
	West Michigan Tourist Assoc.	\$ 270	\$ 284		
	MI Festivals and Events	\$ 250			
248.728.918.000	Water/Sewer				
248.728.920.000	Electric		\$ 550	\$ 600	
248.728.921.000	Gas		\$ 91	\$ 300	
248.728.926.000	Property Taxes	\$ -			
248.728.929.000	Ground Repair and Maintenance				
248.728.929.010	Snow Plowing and Removal	\$ 5,000		\$ -	\$ 5,000
248.728.930.000	Repair and Maintenance	\$ 100	\$ 1,689	\$ 1,689	\$ 100
248.728.940.000	Equipment Fund Rental	\$ 15,000	\$ 7,155	\$ 7,155	\$ 5,000
248.728.946.000	Engineering (SME) Light Pole Inspect.				
248.728.974.000	Land Improvements (Depreciable)	\$3,000,000		\$ 3,000,000	
	Plaza(s) Painting		\$ 14,560		
	Parking Lot Imp/Paving Lot 8	\$ 235,000		\$ -	
	Fencing/Screening				
	MC Smith Streetscape Design	\$ 67,137	\$ 58,150	\$ 58,150	
	Streetscape Project		\$ 1,451,925		
248-728-801-000	Streetscape Bonding Services		\$ 41,100	\$ 41,100	
248-728-980-010	Furniture		\$ 55,870	\$ 55,870	
	Kendall Electric		\$ 178,711		
	Downtown Street Short Pole Globes				
	Street Light Painting				
	Consort Banner Flags		\$ 138		
	Water/Sewer Improvement/Scape		\$ 2,583		
248.728.974.010	Land Improvements (Non-Dep)			\$ 720	\$ 14,500
	Consumers Energy		\$ 200	\$ 200	
	Consort		\$ 520	\$ 520	
	Sculpture Purchase				
	Spray Plaza Maintenance				
248.728.978.010	Technology - Non Depreciable		\$ 3,451		
248.728.986.000	Sculpture Rehab				
248.728.991.000	Façade Improvement Grants	\$ 50,000	\$ 15,642	\$ 25,000	\$ 50,000
248.728.992.000	Annual Streetscape Debt Service	\$ 110,000	\$ 73,407	\$ 73,407	\$ 197,400
Total Expenditures		\$3,293,112	\$ 1,967,836	\$ 3,230,346	\$ 385,162

248.728.905.000	Transfer to Other Governments	\$ 452,095			\$ 498,229
	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	\$ 8,512	\$ 8,512	
	Parking Lot 8				\$ 235,000
Total Transfers		\$ 452,095	\$ 25,037	\$ 238,866	\$ 498,229
Account Number	Title	Budget	Year to Date	Projected	Budget 2024/2025
Total	Expenditures and Transfers	\$3,745,207	\$ 1,992,873	\$ 3,469,212	\$ 883,391
Total Revenue		\$3,463,990	\$ 3,556,365	\$ 3,556,665	\$ 807,950
Total Expenditure and Transfers		\$3,745,207	\$ 1,992,873	\$ 3,469,212	\$ 883,391
Total Net Position		(\$281,217)	\$1,563,492	\$ 87,453	\$ (75,441)
Beginning Fund Balance		\$ 654,056	\$ 654,056	\$ 654,056	\$ 741,509
Ending Fund Balance		\$ 372,839	\$2,217,548	\$ 741,509	\$ 666,068

Façade Improvement Grant 2023/2024 Budget**\$50,000.00****July 11, 2024*****Paid FY 2023/24 To Date (05/31)***

109/111 W. State Street - Norm and Carole Barlow - Barlow Florists	12/21/2023	\$2,100.00
228 N. Jefferson - Nathan Winick - River Walk Café	11/16/2023	\$3,550.00
327 N. Broadway - Jackie Elliott- Rental Space	1/18/2024	\$6,170.00
329 N. Broadway - Jackie Elliott - Frozen Spoon	1/18/2024	\$3,822.50

TOTAL DISBURSED

\$15,642.50***Façade Grants Pledged for the 2023/2024 FY Budget***

112 E. Court Street - Donna and Dave Kensington - Razor's Edge	2/16/2023	\$10,000.00
144 E. State Street - Kevin Anderson	4/20/2023	\$10,000.00
148 E. State Street - Kevin Anderson	4/20/2023	\$10,000.00
150 E. State Street - Nathan Winick	3/21/2024	\$6,433.00

TOTAL PLEDGED

\$36,433.00***Architectural Renderings Pledged for the 2023/2024 FY Budget***

TOTAL PLEDGED FOR ARCHITECTURAL

\$0.00**Total Approved 2023/2024 Budget****\$50,000.00****Total Approved and Disbursed 2023/2024 Projects****\$52,075.50**

Available

(\$2,075.50)

BEIG LOAN TOTAL BUDGET	\$100,000.00
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109 and 111 E. State Street - Barlow Florist #1	\$267.51
109 and 111 E. State Street - Barlow Florist #2	\$4,106.98
125 S. Jefferson Street - Jacinto	\$4,880.85

<i>Total BEIG Loans Outstanding as of July 1, 2024</i>	\$9,255.34
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BEIG Loans Committed and Not Funded

TOTAL	\$0.00
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Total Approved 2023/2024 Budget	\$100,000.00
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Total Outstanding and Approved Projects 2023/2024 Budget	\$9,255.34
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Available for Loan Commitments	\$90,744.66
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Barry
Community
Foundation

For Good. For Barry County. Forever.

July 8, 2024

Hastings Downtown Development Authority
Patricia Woods
City of Hastings
201 E. State St.
Hastings, MI 49058

RE: Hastings Farmers Market

Dear Patty:

On behalf of the Barry County Community Foundation, I would like to request \$1,500.00 from the DDA, for the Hastings Farmers Market. This will be used for marketing, advertising and miscellaneous expenses for the market, which is held each Wednesday and Saturday on the Courthouse lawn from May through October.

We look forward to continuing our partnership for this essential program.

Please feel free to contact me with any further questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Tammy Hayes".

Tammy Hayes
Executive Assistant

cc: Dan King
Annie Halle

/th



City of *Hastings* Michigan

(269) 945-2468
FAX (269) 948-9544

201 E. State Street 49058

CITY OF HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY
ACCOMPLISHMENTS, PROJECTS, INVESTMENTS, AND AUTHORITY EVENTS
FOR FISCAL YEAR 2023-2024

July 2023-- Approved a bid and financing for the streetscape project contingent upon City Council acceptance of the same.

August 2023—Reviewed and approved a façade grant request from Norm and Carole Barlow at 109/111 W. State St. in the amount of \$2,100; waiving the requirement for an architectural rendering due to the limited architectural improvement and cost.

August 2023—Approved the expenditure of \$14,560 for power washing, cleaning, and painting elements of the Thornapple and Spray plazas.

September 2023—Approve the expenditure of \$1,288 for holiday advertising with WBCH and \$3,300 for holiday advertising with J-Ad Graphics.

September 2023—Approved the expenditure of up to \$235,000 for Parking Lot 8 renovations.

October 2023—Set \$200 as the cost for downtown businesses to purchase a banner ad on the DDA billboard.

November 2023-- Established 8 a.m. on the third Thursday of each month for the 2024 meeting dates for the DDA.

November 2023—Approved a façade grant application from Nathan Winick for 228 N. Jefferson St. in the amount of \$3,550.00.

November 2023—Approved a request from the NYE Ball Drop Committee for \$2,000 in support.

November 2023—Approved a motion to cancel its regular December 2023 unless there is business that requires board action.

January 2024—Held annual election of officers: Patty Woods, chair; Deb Hatfield, vice-chair; Deb Button, secretary.

January 2024—Approved a façade grant application from Jackie Elliot for 325 N. Broadway, in the amount of \$6,170.

January 2024—Approved a façade grant application for 329 N. Broadway from Jackie Elliot, in the amount of \$3910,00.

February 2024—Approved \$5925.00 in support for the Thornapple Arts Council for the 2024/2025 Fiscal Year.

March 2024—Approved the streetscape flower quote from Cotant’s Farm Market in the amount of \$14,020.00.

March 2024—Approved a payment of \$250.00 to fund the first segment of the four-part Small Business Bootcamp hosted by the Barry County Chamber of Commerce and Economic Development Alliance.

March 2024—Approved a façade grant request in the amount of \$6,433.00 for 150 E. State Street.

May 2024—Approved the expenditure of up to \$1,500 for a full page ad in The Reminder promoting Hastings Live and 1,300 plus rack cards promoting Playing at the Plaza to be distributed through local schools.

June 2024—Approved the expenditure of \$250 to support the Small Business Bootcamp Workshop Segment 3 being offered by the Barry County Chamber of Commerce and Economic Development Alliance.

June 2024—Approved the expenditure of \$24,050 for a one-year contract with Outfront Media for static and digital billboards and mobile advertising starting July 1, 2024.