

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

February 21, 2019 Meeting - Communication

To: DDA Members and Staff
From: Dan King
Date: February 14, 2019
Subject: Information regarding the February 21, 2019 Meeting

The next regularly scheduled meeting of the Hastings DDA is scheduled for **8:00 a.m.** on February 21st at City Hall.

5. Videography Presentation

Emma Parker, from Chickadee Films out of Lansing, will be on hand to present examples of her work and also provide cost estimates. As mentioned at our January meeting, the video clips on the City of Hastings website pertaining to downtown are out of date and in definite need of refreshing. I am waiting on a similar program from Jon Jacobs from J-Ad Graphics.

6. Receive Financial Statements and Budget Review

Interest income reported in the budget review increased significantly over the prior month due to the allocation of the pooled Michigan Class interest income that was allocated.

7. Facade and BEIG update.

Nothing new to report.

9 (A) Line Item Budget Draft

As requested at last month's meeting, a draft line item budget spreadsheet has been provided for review. Once the overall budget is agreed upon at the staff level, we can begin a line item breakdown of the major activities within the DDA budget. Please remember this is a ROUGH draft!

10 (A) Farmer's Market

The Barry Community Foundation (BCF) has communicated that they will act as the fiduciary for the Farmer's Market in 2019. The Market Master for the Hastings Farm Market has been volunteering her services but would now like to be compensated for acting as Market Master. Not to lose the Farmer's Market coordination (no one wants to see the market go away in Hastings) BCF agreed to compensate the Market Master \$2,500 for the season. Bonnie Getty's has inquired as to the DDA's willingness to share one-half of the cost for 2019.

10 (B) Master Plan Cost Sharing

As you know, the Planning Commission is continuing to work on the Master Plan update and is currently crafting Part 2. Business growth was identified as an area of concentration for the Master Plan. I have included in the packet a cafeteria style task option list provided by our planning consultant Rebecca Harvey. Task options 5 and 6 will be undertaken as a part of the update process. I would recommend the DDA and LDFA both consider funding task options 1 and 7 for integration into the Master Plan update. The total cost of these options is \$3,000 with the DDA and LDFA splitting the costs evenly.

10 (C) Contractual Services for Snow Removal

The DPS will be dedicating an upcoming early morning to removing snow piles in the downtown area. In the past, the DDA has budgeted money in the contractual services line item of the budget for snow removal. Due to the recent year's lack of significant snow events, that money was not allocated for this fiscal year. I would recommend adding an expenditure addition to the current budget in the event we receive additional accumulating snow. Most recently, the DDA allocated \$5,000 for this purpose.

See you next Thursday!

Dan

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY
AGENDA
Meeting Thursday, February 21, 2019
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 of January 17, 2019
5. Videography Presentation by Emma Parker from Chickadee Films
6. Receive Financial Statements & Budget Review
7. Façade and BEIG update
8. Open Public Discussion and Comments
9. Old Business
 - A. Line Item Budget Draft
10. New Business
 - A. Farmer's Market Master Cost Sharing Discussion
 - B. Master Plan Cost Sharing Discussion
 - C. Snow Pile Expenditure Discussion
11. DDA member comments
12. Open Public Discussion and Comments
13. Adjourn

City of Hastings
Downtown Development Authority
DRAFT Meeting Minutes
January 17, 2019

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:00 a.m. by Woods

Roll Call –

Present: Albrecht, Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Tubbs, Woods

Absent:

Others Present: King, Merrick, Ponsetto

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Woods added the annual election of officers to agenda, after approval of minutes, discussion of a way finding sign for M-43 business district as item B. under New Business, and prioritizing and spending money for DDA asset management as item E. under Old Business; King added discussion of Mainstreet Management Training sessions as item F. under Old Business

Motion by Hatfield, second by Bolthouse, to approve the agenda as amended

4. Approval of Minutes –

Tubbs pointed out a typographical error in item 4 of the minutes

Motion by Tubbs, second by Hatfield, to approve the minutes as amended

All ayes, motion carried

5. Annual Election of Officers-

Motion by Tossava, second by Hatfield to approve the reelection of current officers (Woods, president; Denton, vice-president; Button, secretary)

All ayes, motion carried

6. Receive Financial Statements & Budget for Review –

King- We can broach subject of asset management for this fiscal year; we had total budget expenditures of \$231,900 and year to date we have spent \$22,723 and the bulk of that has been in marketing; it highlights the need for completion of the asset management plan and asset management priorities for the remainder of the year

In response to a question from Woods, King said that the remaining funds in the budget for capital outlay land improvements, combined with \$33,000 budgeted for machinery and equipment, leaves the DDA with approximately \$93,000 to spend on things such as street lights and tree grates, or whatever the DDA designates as priorities

In reference to the proposed 2019-2020 FY budget, Denton said he would like to see the line item for printing and publishing used; Denton also asked about the amount of money budgeted for spray plaza; King said the money in that line item is for utilities (water and electric) for the plaza

7. Façade and BEIG Update-

King- Still waiting for façade applications from the owners of the former Jamie's Crafts building, the Superette and Hometown Real Estate; staff will follow up with the building owners

8. Open Public Comment and Discussion – None

9. Old Business

A. Local Intel Discussion Continuation

King said he had reached out to the co-owner of LocalIntel and included a sample subscription service agreement in the DDA packet; The first year of subscription is free and the DDA would have the option to cancel before the second year: the DDA Board discussed what the merits of the type of service Local Intel offers; it was the consensus of the board that it sounds more like a tool to attract business and industry rather than a marketing tool and they are not interested in pursuing a subscription at this time

B. Consumers Energy Street Lighting Program-

King said he contacted the Consumers Energy regional marketing coordinator who said he would have more information about what a program would include and is willing to attend a DDA meeting to provide information and answer questions about available programs

Staff was directed to see if Consumers Energy Representative would be able to attend its next meeting in February

C. Video Tour Information Update-

King said he sought video tour companies; Jon Jacobs from J-Ad said he would be available to attend an upcoming DDA meeting to discuss the service his company could provide; Woods said she would like to compare J-Ad with a videographer based in Lansing

Staff to obtain information from both videography companies for comparison at a future meeting

D. Website Update Information-

King said he spoke with Justin Schultz from JPixel; Schultz was not interested in competing with the Pixelvine for customers because the companies often work collaboratively and would only take on a Pixelvine customer if they were dissatisfied with the service they were receiving from Pixelvine; King said that the City has not been utilizing all the services that Pixelvine offers and the City needs to utilize all the service its contract with Pixelvine includes and spend the money that has already been allocated for the website

E. Asset Management Spending-

The Board discussed the possible rezoning, or issuance of special use permits, for additional properties in the B-1 district to allow first floor residential; it was the consensus of the board that they would prefer not to have first floor residential in the downtown business district

The Board discussed how best to spend the approximately \$90,000 in its 2018-19 FY budgeted for capital improvements and equipment

Motion by Button, second by Bolthouse, to approve spending up to \$15,000 for the replacement of all globes and lights on the short street lights in the downtown business district

Ayes: Albrecht, Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Tubbs, Woods

Nays: None

Motion carried

Motion by Bolthouse, second by Tossava, to spend up to \$12,000 to replace tree grates and \$15,000 for the replacement of trees, and up to \$6,000 on new banners for the downtown business district

Staff to identify tree grates that pose a safety threat for initial replacement

Ayes: Albrecht, Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Tubbs, Woods

Nays:

Motion carried

F. Mainstreet Training Programs-

Woods initiated discussion about the Mainstreet Manager program and whether it is beneficial for DDA members to attend the training sessions offered this spring and summer; King said the sessions will help explain what the Mainstreet Manager's duties would entail and what the possible benefits of participating in the program; several board members said they would be attending the training sessions

10. New Business

A. Initial 19/20 FY Budget Discussion-

It was the consensus of the board that the 19/20 FY budget had been discussed during the Budget Review portion of the meeting

B. Request for a Wayfinding Sign for business district west of Broadway-

The Board discussed a request from the co-owner of the Kmart Plaza to install a wayfinding sign to direct traffic to the business district on State Street west of Broadway; it was the consensus of the board to deny the request at this time because M-43 Hwy. traffic naturally flows through that area and it is also visible from the intersection of Broadway and State

11. DDA Member Comment –

Bolthouse mentioned that Pennock Health/Spectrum is negotiating with the City for the use of the Fish Hatchery parking Lot during the hospital's expansion; Bolthouse also said the City of Hastings sesquicentennial is coming up in 2021 and that the City had parades and other events during its centennial in 1971

12. Open Public Comment and Discussion – None

13. Meeting adjourned at 9:57 a.m.

Motion by Bolthouse, second by Tossava, second to adjourn

All ayes, motion carried; meeting adjourned

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

CITY OF HASTINGS

BALANCE SHEET
AS OF DECEMBER 31, 2018

FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY

		<i>FISCAL YTD</i> <i>31-DEC-18</i>	<i>FISCAL YTD</i> <i>31-DEC-17</i>
<u>ASSETS</u>			
248-000-001-001	CASH COMMON CHECKING	.00	271,265.34
248-000-017-050	MI CLASS INVESTMENT - POOLED	325,901.81	.00
248-000-038-000	RECEIVABLE OTHER	200.00	.00
	TOTAL ASSETS	326,101.81	271,265.34
 <u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
248-000-314-101	ADVANCE FROM GEN FUND	35,614.92	90,161.41
	TOTAL LIABILITIES	35,614.92	90,161.41
 <u>FUND EQUITY</u>			
248-000-370-000	FUND BAL - NONSPND - PREPD EXP	.00	550.00
248-000-375-000	FUND BALANCE - RESTRICTED	58,129.90	.00
248-000-390-000	FUND BALANCE - UNASSIGNED	52,311.58	10,613.33
	REVENUE OVER EXPENDITURES - YTD	180,045.41	169,940.60
	TOTAL FUND EQUITY	290,486.89	181,103.93
	TOTAL LIABILITIES AND EQUITY	326,101.81	271,265.34

CITY OF HASTINGS
 DETAIL REVENUES AND EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 6 MONTHS ENDING DECEMBER 31, 2018

FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY

	THIS MONTH ACTUAL 31-DEC-18	THIS YEAR FISCAL YTD 31-DEC-18	REVISED BUDGET 2018-2019	THIS YEAR YTD % OF BUDGET	LAST YEAR FISCAL YTD 31-DEC-17	REVISED BUDGET 2017-2018	LAST YEAR YTD % OF BUDGET	LAST YEAR FULL YEAR ACTUAL
REVENUES								
248-100-425-000 PROPERTY TAXES TIFA	.00	368,392.59	408,711	90%	369,746.16	410,186	90%	397,431.62
248-100-573-248 CNTRB ST LCSA APPROPRIATION	.00	35,033.75	35,000	100%	35,526.25	35,526	100%	35,526.25
248-100-664-000 INTEREST EARNED	.00	259.02	400	65%	255.45	120	213%	518.36
248-100-675-000 CNTRB PRIV SOURCES OTHER	400.00	1,472.15	10,000	15%	5,280.81	10,000	53%	14,149.15
TOTAL REVENUES	400.00	405,157.51	454,111	89%	410,808.67	455,832	90%	447,625.38
TOTAL REVENUE & INCOMING TRANSFERS	400.00	405,157.51	454,111	89%	410,808.67	455,832	90%	447,625.38

CITY OF HASTINGS
 DETAIL REVENUES AND EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 6 MONTHS ENDING DECEMBER 31, 2018

FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY

	THIS MONTH ACTUAL 31-DEC-18	THIS YEAR FISCAL YTD 31-DEC-18	REVISED BUDGET 2018-2019	THIS YEAR YTD % OF BUDGET	LAST YEAR FISCAL YTD 31-DEC-17	REVISED BUDGET 2017-2018	LAST YEAR YTD % OF BUDGET	LAST YEAR FULL YEAR ACTUAL
<u>D D A</u>								
248-730-807-000 PROF SRVC MARKETING	4,675.00	10,116.25	30,000	34%	10,027.71	31,000	32%	27,812.81
248-730-815-090 PROF SRVC OTHER	.00	550.02	31,500	2%	4,534.00	24,725	18%	21,292.44
248-730-818-000 CONTRACTUAL SERVICES	.00	.00	1,500	0%	.00	1,500	0%	550.00
248-730-820-000 FACADE IMPRVMENTS	.00	.00	50,000	0%	4,800.00	50,000	10%	23,049.81
248-730-873-000 CONF WRKSHR TRNG	.00	628.32	300	209%	135.00	0	0%	189.05
248-730-920-000 PUBLIC UTILITIES	.00	8,098.40	15,000	54%	7,836.38	10,483	75%	8,503.31
248-730-956-000 MISCELLANEOUS	.00	14.50	1,000	1%	.00	1,000	0%	.00
248-730-958-000 MEMBERSHIP & DUES	.00	.00	600	0%	270.00	520	52%	270.00
248-730-971-000 CAP OUT LAND IMPRVMENTS	.00	2,601.00	66,000	4%	1,176.00	86,000	1%	53,376.00
248-730-973-000 CAP OUT MACH & EQPT	.00	983.25	33,000	3%	.00	12,000	0%	.00
248-730-997-000 INTEREST EXPENSE	98.43	731.36	3,000	24%	1,542.44	5,000	31%	2,757.27
TOTAL D D A	4,773.43	23,723.10	231,900	10%	30,321.53	222,228	14%	137,800.69
<u>OUTGOING TRANSFERS</u>								
248-965-999-101 TRANSFER TO GEN FUND ADM	.00	185,427.00	185,427	100%	194,584.54	194,584	100%	194,584.54
248-965-999-447 TRANSFER TO GEN FUND PKG SAD	.00	15,962.00	15,962	100%	15,962.00	15,962	100%	15,962.00
TOTAL OUTGOING TRANSFERS	.00	201,389.00	201,389	100%	210,546.54	210,546	100%	210,546.54
TOTAL EXPENDITURES & OUT TRANSFERS	4,773.43	225,112.10	433,289	52%	240,868.07	432,774	56%	348,347.23
NET REVENUES OVER EXPENDITURES	(4,373.43)	180,045.41	20,822		169,940.60	23,058		99,278.15

DDA Budget 2018/2019					
Revenue		Budget	Previous Periods	1/11 - 2/13	YTD
Tax Capture (TIF)		\$408,711.00			\$368,392.59
	Summer Tax Collection		\$368,392.59		
LCSA Appropriation		\$35,000.00			
Interest Earned		\$400.00			\$1,629.16
	Interest		\$259.02	\$1,370.14	
CNTRB-Marketing	Private Sources	\$10,000.00			\$1,822.15
248-100-675-000	2018 Event Sponsors (14)		\$1,472.15	\$350.00	
Total Revenue		\$454,111.00		\$1,720.14	\$371,843.90
Expenditure					
248.730.807.000	Prof. Services (Marketing)	\$30,000.00			\$13,831.50
	WWMT Road Trippin		\$1,500.00		
	J-Ad Graphics Hast. Live Broch.		\$1,710.00		
	Rockford Advertising		\$736.25		
	Adams Outdoor		\$2,370.00	\$1,075.00	
	B. C. Chamber DBT Website		\$250.00		
	B.C Chamber Ball Drop		\$2,000.00		
	B.C Ag Society Home Show Bth.		\$600.00		
	WBCH		\$950.00		
	J-Ad Graphics (XMAS adverts.)			\$918.62	
	BC Shopper (J-Ad XMAS adverts)			\$1,122.63	
	Progressive Graphics			\$599.00	
248.730.815.090	Prof. Services (Other)	\$31,500.00			\$825.03

	EPS		\$550.02	\$275.01	
248.730.818.000	Contractual Services	\$1,500.00			\$0.00
248.730.820.000	Façade Improvements (Attached)	\$50,000.00			\$0.00
	Façade Application Fee				
248.730.873.000	Conf/Wrkshp/Training	\$300.00			\$628.32
	Mich Festivals		\$295.00		
	Boyne USA, Inc.		\$333.32		
248.730.920.000	Public Utilities	\$15,000.00			\$8,183.06
	City of Hastings (Water)		\$7,837.76		
	Consumers (Elec.)		\$260.64	\$84.66	
248.730.958.000	Miscellaneous	\$1,000.00			\$14.50
			\$14.50		
248.730.958.000	Membership Dues	\$600.00			\$0.00
248.730.971.000	Capital Outlay (Land Imp.)	\$66,000.00			\$2,601.00
	Doornbos Sign		\$126.00		

	Spring City Electric (Globes)		\$2,475.00		
248.730.973.000	Capital Outlay (Mach. & Equip.)	\$33,000.00			\$983.25
	Spray Plaza Solenoid Valve		\$983.25		
248.730.997.000	Interest Expense	\$3,000.00			\$731.36
			\$632.93	\$98.43	
Total Expenditures		\$231,900.00		\$4,173.35	\$27,798.02
Transfers					
Transfer to Gen. Fund	Administration	\$185,427.00			\$185,427.00
	Transfer to Gen. Fund (taxes)			\$185,427.00	
Transfer Gen Fund	Parking SAD	\$15,962.00			\$15,962.00
	Transfer to Gen. Fund (SAD)			\$15,962.00	
Total Transfers		\$201,389.00			\$201,389.00
Total Expenditures & Transfers		\$433,289.00			\$229,187.02

Façade Improvement Grant 2018/2019 Budget **\$50,000.00**

Paid FY 2018/19 To Date (01-2019)

2/14/2019

TOTAL \$0.00

Façade Grants Pledged for the 2018/2019 FY Budget

410 W. State Street Façade Grant Application - Butler 2/15/2018 **\$5,000.00**

TOTAL \$5,000.00

Architectural Renderings Pledged for the 2018/2019 FY Budget

410 W. State Street Façade Grant Application - Butler 2/15/2018 **\$500.00**

TOTAL \$500.00

Total Approved 2018/2019 Budget **\$50,000.00**

Total Approved 2018/2019 Projects **\$5,500.00**

Available \$44,500.00

CITY OF HASTINGS

BEIG PROGRAM

AS OF DECEMBER 31, 2018

	FISCAL YTD 31-DEC-2018	FISCAL YTD 31-DEC-2017
<u>LOANS OUTSTANDING</u>		
101-000-037-000 RECEIVABLE BEIG RVLG LOANS	13,363.66	22,462.69
<u>PROGRAM RESOURCES</u>		
101-000-313-000 RESTRICTED FB - BEIG REV LOAN	.00	100,947.05
101-000-375-000 FUND BAL - RESTR - BEIG REV LN	100,000.00	.00
<u>CASH ON HAND</u>	<u>86,636.34</u>	<u>78,484.36</u>

DDA Budget 2018/2019					
Account Number	Title	Budget	Year to Date	Projected	Recommended 2019/2020
	Tax Capture	\$404,035			\$ 400,000
	Interest Earned	100			\$ 500
	CNTRB- Marketing				\$ 10,000
	~Private Sources				
	~Hastings Live	\$4,000	\$872.15		
	~Barry Roubaix	\$1,100	\$300		
	~Farmer's Market Publication	\$400	\$250		
	~Home Show Space	\$400	\$400		
	~Undertermined	\$4,100			
	Shared revenue PPT LCSA	\$35,000			\$ 35,000
Total Revenue		\$449,135			
248.730.702.000	Salaries Supervision	0			
248.730.706.000	Labor Full Time DPS	0			
248.730.714.000	Fringe Benefits	0			
248.730.739.000	Furnishing Equipment	0			
248.730.807.000	Marketing	\$30,000			\$ 30,000
	Hastings Live	\$5,000	\$1,710		
	Summerfest	\$1,000			
	Christmas	\$4,000	\$3,365.46	\$ 900	
	Ball Drop	\$2,000	\$2,015		
	Farmer's Market	\$1,000			
	Gus Macker	\$1,500			
	Barry Roubaix	\$2,000			
	Website and Videos	\$2,500	\$250		
	Undertermined Marketing Projects	\$660	\$584		
	Billboards	\$6,640	\$2,991.25		

	Fall Event	\$1,500			
	Buskers	\$600			
	Michigan Trials	\$1,000	\$736.25		
	Booth Rentals/Fairgrounds	\$600	\$600		
	Road Trippin		\$1,500		
248.730.815.090	Professional Services	\$31,500			\$ 31,500
	Chamber of Commerce	\$2,000			
	Project Design	\$2,500			
	Public Art-Sculpture- MSI	\$14,300			
	TAC	\$5,925			
	Engineered Protection Services		\$825.03		
248.730.818.000	Contractual Services	\$1,500		\$ 6,500	\$ 6,500
	Spray Plaza Maintenance	\$1,000			
	Lawn Maintenance	\$500			
248.730.820.000	Façade Improvements	\$50,000			\$ 50,000
248.730.820.000	Admin Services	0			
248.730.831.000	Conferences/Trainings	\$628.32			
	MFEA	\$628.32			
248.730.900.000	Printing and Publishing	0			
248.730.943.000	Equipment Rental	0			
248.730.956.000	Miscellaneous	\$1,000	\$14.50		
248.730.958.000	Membership Dues	\$520			\$ 600
	West Michigan Tourist Assoc.	\$270			
	MI Festivals and Events	\$250			

248.730.971.000	Cap. Out (Land Improve)	\$66,000	\$2,601		\$ 95,000
	Brick Sealing/Repair	\$5,000			
	Tree Grates/Vaults Repair	\$5,000			
	Parking Lot Imp/Paving	\$48,000			
	Fencing/Screening	\$5,000			
	Lighting conduit/Switching and Panels	\$5,000			
	Wayfinding	\$1,000	\$126		
	Downtown Street Short Pole Globes	\$3,000	\$2,475		
248.730.973.000	Cap. Out (Mach and Equipment)	\$33,000			5,000
	Lighting and Bollards	\$7,000			
	Lighting- Paint	\$5,000			
	Sculpture Purchase				
	Spray Plaza Maintenance	\$21,000	\$ 983		
248.730.997.000	Interest Expense	\$3,000	\$820.35		1,600
Total Expenditures		\$223,745			
248.965.999.101	Transfer to GF Administration	185,427			
248.965.999.447	Transfer to Parking SAD	15,962			
Total Transfers		201,389			
Total	Expenditures and Transfers	\$423,315			
Memo	Principal Debt Service	\$42,444			
	Beginning FUND BALANCE				
	Additionsto Fund Balance				
	Ending Fund Balance				

DRAFT
Hastings Farmers Market
Market Master Responsibilities
(rev. 2019)

- Recruit and retain farmers and vendors for the Market
- Oversee day-to-day operations of the Market, including but not limited to reservation, assignment, and monitoring of vendor spots; timely communication with vendors; collection of fees and deposit funds, etc.
- Promptly remit any and all payments received from vendors to BCF to ensure proper accounting
- Be present and walk the grounds of the Market during hours of operation; conduct periodic customer counts
- Ensure Market grounds are maintained in good order; advise appropriate Barry County or City of Hastings staff of needed maintenance, if necessary
- Ensure signage is visible for Market patrons
- Ensure farmer and vendor understanding of, and compliance with, Market rules; report any material violations to BCF
- Ensure that vendors are kept informed of policy, procedures, and programs of the Market
- Promptly bring any concerns regarding the Market to the attention of Barry Community Foundation (BCF)
- Notify BCF when/if market ceases operation
- Ensure Market is in compliance with applicable local, state, and federal regulations, including those related to food assistance programs, non-discrimination provisions, etc.
- Keep necessary and adequate records of Market activity in order to ensure compliance with regulatory bodies and provide copies of the same to BCF and the City of Hastings as requested
- Provide Market-related information to BCF and the City of Hastings as requested, which may include written or in-person meetings or presentations
- As may be requested, work with BCF and the City of Hastings to plan special events or programs consistent with goals and objectives of the Market
- Miscellaneous duties/responsibilities as required or assigned



January 31, 2019

City of Hastings

Master Plan: Part 2

BUSINESS GROWTH

Task Options:

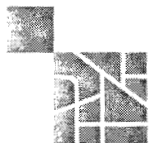
1. Prepare a City-wide business growth S.W.O.T. Analysis (Strengths, Weaknesses, Opportunities and Threats) - *includes a stakeholder meeting.*
 - Time Frame: 2 weeks (1 week prep + meeting)
 - Cost: \$1,000

2. Collect and provide economic base and work force information.
 - Time Frame: 1 week
 - Cost: \$500

3. Review and consolidate existing downtown development plans and policies. Coordinate downtown and community gateway business growth objectives.
 - Time Frame: 2 weeks
 - Cost: \$500.
 - Additional \$1,000 for a short planning document that actually combines the plans and policies.

4. Prepare a retail market analysis to determine the most effective mix of uses in the downtown area, including tourism, culture, recreation, and lodging.
 - Time Frame: 3 weeks

- Cost: \$3,000
5. Prepare a Potential Intensity Change Area (PICA) Map that identifies key development-redevelopment opportunities in the City.
 - Time Frame: 3 weeks
 - Cost: \$2,000
 6. Develop concept options for identified development-redevelopment sites.
 - Time Frame: 3 weeks
 - Cost: \$1,000 for narrative of development options for each site. \$2,000 for sketch-up drawing of development concepts. \$3,000 for both combined.
 7. Develop a marketing strategy for identified development-redevelopment sites. Coordinate the strategy with marketing efforts by local, regional and State partners.
 - Time Frame: 2 weeks
 - Cost: \$2,000
 8. Identify options for strengthened physical connections within the City, including walkability, non-motorized transportation opportunities, regional transportation and the incorporation of Complete Streets policies.
 - Time Frame: 3 weeks
 - Cost: \$2,000, includes map of recommendations
 9. Identify utility, infrastructure, and transportation improvements required to facilitate business growth within the City.



- Time Frame: 3 weeks
- Cost: \$2,000, includes map of recommendations

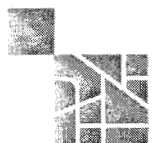
Public Engagement Options:

1. Contact and interview local, county and State economic development agencies to identify existing/potential obstacles, opportunities, and trends in economic development in the City of Hastings.
 - Time Frame: 1-3 weeks, depending on availability of interview subjects
 - Cost: \$1,000
2. Hold a panel discussion w/ key local players in business development to allow for a concentrated discussion w/ local officials on the area business growth picture.
 - Time Frame: 2 weeks (1 week for prep + meeting)
 - Cost: \$1,000

Master Plan Part 2: Budget

Housing Strategy - \$4290
Business Growth Strategy - \$4950
Infrastructure Strategy - \$4950
Partnership/Collaboration Strategy - \$3660
Action Plan - \$1650

Total - \$19,500



Carl A. Schoessel
747 Terry Lane
Hastings, MI 49058

January 8, 2019

Mr. Dan King and the
Downtown Development Authority
City of Hastings
210 East State Street
Hastings, MI 49058

Dear Mr. King:

This letter is written to thank you, the members of the City's Community Development Department, and the members of the Downtown Development Authority for the support of and help with conducting the 10th Annual New Year's Eve Community Celebration on New Year's Eve, 2018. Enclosed is a copy of the event program that was distributed that evening.

Despite the weather being less than "perfect" for the event, over 1,000 people participated in the evening's activities. After being started by the Mayor, the New Year's ball came down from the Walldorff roof right on time, the light and sound show started, and was followed by the singing of "Auld Lang Syne" and 45 persons finishing the first "Fun Run/Walk" of 2019.

The funding for this event provided by the Downtown Development Authority is very much appreciated, so please extend thanks to the Authority members for helping the City's residents and visitors celebrate the end of 2018 and the beginning of 2019!

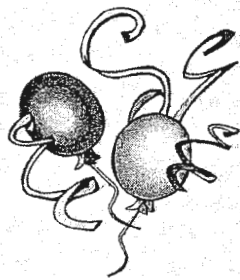
I am looking forward to working with you on the 11th Annual Community Celebration.

Sincerely,

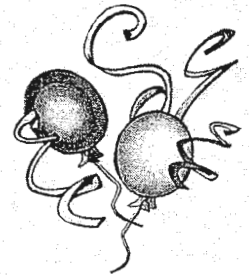
Carl A. Schoessel

Carl A. Schoessel

Enclosure (1)



10TH ANNUAL NEW YEAR'S EVE COMMUNITY CELEBRATION



STATE AND JEFFERSON STREETS
HASTINGS, MICHIGAN
DECEMBER 31, 2018 – JANUARY 1, 2019

Thank you for participating in this New Year's Eve community celebration!

Many people and organizations supported and helped with this community event, and their names are listed on the back side of this paper so that they can be thanked.

We hope that you enjoy this activity, and that it is the start of a wonderful New Year for our community!

TIME SCHEDULE

- 6:00 P.M. ICE SCULPTURE CARVING BEGINS AND CONTINUES UNTIL LATER IN THE EVENING
- 8:00 P.M. BARRY COUNTY TRANSIT RUNS BETWEEN THE HOLIDAY INN EXPRESS AND DOWNTOWN (APPROX. TO EVERY HALF-HOUR) COURTSEY OF HOLIDAY INN
- 9:00 P.M. DISC JOCKEY JON ANDERSON BEGINS AND WARMING TENT OPENS FOR CHILDREN'S ACTIVITIES WITH MUSIC BY BEN JAMMIN'
- 9:30 P.M. DANCERS FROM EXPRESSIONS DANCE CENTRE PERFORM DANCE ROUTINES
- 11:00 P.M. REGISTRATION AND PACKET PICK-UP FOR THE TO 2.019 FUN RUN/WALK AVAILABLE IN THE OFFICE OF AT-HOME REALTY NEXT TO THE WALLDORFF
- 11:45 P.M. KARSYN DANIELS AND BEN JAMMIN' START PERFORMING ON STAGE
- 11:58 P.M. EMCEE DAVE MCINTRYE AND MAYOR DAVID J. TOSSAVA BEGIN COUNTDOWN/ BALL STARTS DROPPING
- 12:00 MIDNIGHT BALL STOPS / SOUND AND LIGHT SHOW BEGINS / SINGING OF AULD LANG SYNE CONCLUDES CEREMONY
- 12:10 A.M. 2.019 FUN RUN/WALK STARTS AT THORNAPPLE PLAZA

GRAND SPONSOR

FHI-FLEXFAB

MAJOR SPONSORS

HASTINGS CITY BANK
HASTINGS FIBER GLASS PRODUCTS
HASTINGS MUTUAL INSURANCE
THE GENERAL STORE

COMMUNITY CELEBRATION COMMITTEE MEMBERS

JON ANDERSON
SUSAN BARNAART
ED DOMKE
TOM KATSUL
DAN KING
JOE LAJOYE
NICK LARABEE
MEGAN LAVELL
MAIYA MERRICK
SANDRA PONSETTO
CARL SCHOESSEL



The song, "Auld Lang Syne," is sung at the stroke of midnight to bring in the new year in almost every English-speaking country in the world. At least partially written by Robert Burns in the 1700s, the song was first published in 1796 after Burns' death. Early variations of the song were sung prior to 1700 and inspired Burns to produce the modern rendition. An old Scottish tune, "Auld Lang Syne" literally means "old long ago," or simply, "the good old days."

OVER FOR LYRICS



Should auld acquaintance be forgot and never brought to mind?
 Should auld acquaintance be forgot and days of auld lang syne?
 And days of auld lang syne, my friend, and days of auld lang syne,
 we'll drink a cup of kindness yet to days of auld lang syne.

(REPEAT)



THANK YOU!

The people and organizations whose names are listed below provided great support and help for the New Year's Eve Community Celebration, so please express your appreciation for the event to them:

City of Hastings – Mayor David J. Tossava; City Council members Don Bowers, Bill Cusack, Al Jarvis, Therese Maupin-Moore, Brenda McNabb-Stange, Bill Redman, John Resseguie, Don Smith; City Manager Jeff Mansfield; Community Development Director Dan King, Arts and Events Coordinator Maiya Merrick, Community Development Specialist Sandra Ponsetto; Chief of Police Jeff Pratt; Fire Department Chief Roger Caris; and Director of Public Services Lee Hays, Superintendent of Streets Jim James, and DPS staff

Hastings Downtown Development Authority – President Patty Woods, Mayor David Tossava, and members Terri Albrecht, Tracy Baker, Lyndy Bolthouse, Deb Button, Lynn Denton, Deb Hatfield, and Don Tubbs

Barry County Chamber of Commerce – Executive Director Travis Alden and Chamber Staff

Thornapple Arts Council – Executive Director Megan Lavell

SPONSORS

Grand Sponsor and Warming Tent Sponsor - Flexfab

Ball – Hastings Mutual Insurance Company
 Stage – The General Store

Sound and Light Show – Hastings Fiber Glass Products
 Entertainment – Hastings City Bank

Signs – Commercial Bank, Union Bank, and Postema Signs & Graphics

Ice Sculpture - At Home Real Estate, Barry County Lumber, Co-Dee Stamping, Deming Auto Collision Service, Halifax Services, Hastings Fiber Glass Products, Miller Real Estate, PR Builders, Precision Auto Body Repair, The Superette, Tri-Clor, Walker Fluke & Sheldon.

2019 Fun Run/Walk T-shirts (Spectrum Health Pennock) and Medals (Northern Mortgage Services – Jim Yost Group)

Emcee – WBCH newscaster David McIntyre

Ball drop starter – The Honorable David J. Tossava, City of Hastings Mayor

Design, fabrication, installation, and operation of the ball and apparatus – Hastings High School teacher Ed Domke and students & Nick Larabee

Power lift – Tri-Clor, Inc. (Tim Schoessel and Don Aspinall)

Street banner – Designed by James Hitchcock and produced by A' n D Signs (Chuck Smith and Andy Rhodes)

Music – Ben Jammin' and Karsyn Daniels; Dancing – Expressions Dance Centre (Amy Gillett)

Stage – Hastings High School

Disc Jockey and sound system – Jon Anderson

Song sheet and thank you list – Michelle Homister

Printing – Hastings Mutual Insurance Company (Andrew Coates)

Local publicity – The General Store, J-Ad Graphics and WBCH

Transportation – Holiday Inn Express and Barry County Transit

Warming Tent – Two Brothers and A Tent (Dan and Thomas McKinney)

Fire Pits – Wood (Hastings Downtown Development Authority), Monitoring by John Resseguie and Hastings Police Ambassadors

Warming Tent/Stage heating and set-up – Kent Oil and Propane (Jeff Hynes)/Phil Englerth

Children's activities – Sheryl Gorden and Delton Kellogg/Thornapple Kellogg/Hastings High School Swimming & Diving Team Members

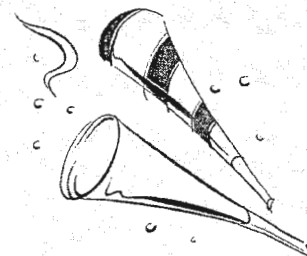
Hot Chocolate – Walldorff Brewpub & Bistro

Sound and Light Show – Tom Katsul/Wolverine Fire Works Display

Signs – Commercial Bank; Blue Ocean Concepts; Jim Brown; Carpenter Plumbing (Brad Carpenter); Morgan Electric (Chris Morgan); Postema Signs & Graphics; and Walldorff Brewpub & Bistro

Building for Ball Drop, Sound and Light Show – Walldorff Brewpub & Bistro (Mike and Susan Barnaart, Carl and Loretta Schoessel)

INDIVIDUALS AND/OR ORGANIZATIONS INTERESTED IN BEING A SPONSOR FOR THE 2019-2020 (11th Annual) COMMUNITY CELEBRATION CAN CONTACT CARL SCHOESSEL (269-838-8407) FOR INFORMATION.



H A P P Y N E W Y E A R ! !