

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

November 19, 2020 Meeting - Communication

To: DDA Members and Staff
From: Dan King
Date: November 9, 2020
Subject: Information Regarding November 19, 2020 Meeting of DDA

The next meeting of the Hastings DDA is scheduled for **8:00 a.m.** on **November 19, 2020** in the Council Chambers at City Hall.

4. Financial Statement and Budget Review

We have received the Local Community Stabilization funds from the State of Michigan in the amount of \$49,921.67. The total approved amount of the special assessment for parking was transferred as was the DDA contribution to the General Fund.

6. Façade and BEIG Update

The BEIG loan approved for Tony Jacinto at Hungry Howies Pizza will be closing by the end of November.

8. Old Business

A. Outfront Media Proposals

Tracy Wink will be presenting proposal options for the geo-targeting and digital boards. We will deliver the proposals separate from this packet. Look in your inbox Monday or Tuesday of next week.

8. New Business

A. Three Hour Parking Sign Decal Expenditure

Doornbos Sign Company has presented a quote of \$341.00 for decals to be placed on the 74 signs in the downtown area.

B. Discuss Cancellation of the December 17, 2020 DDA Meeting

Due to the holiday sales crunch, the DDA in past years has cancelled the December meeting.

Please let us know if you are unable to attend the meeting on **Thursday November 19th at 8:00 AM** in the Council Chambers at City Hall.

See you next Thursday!
Dan

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA

Meeting Thursday, November 19, 2020

MEETING AT City Hall

1. Call to Order/ Roll Call. (Meeting starts at 8:00 a.m.)
2. Approval/Additions/Deletions to Agenda
3. Approval of Minutes – Approve Minutes from the October 15, 2020 DDA Meeting, and October 29, 2020 Workshop
4. Receive Financial Statements & Budget Review
5. Façade and BEIG update
6. Open Public Discussion and Comments
7. Old Business
 - A. Outfront Media Proposals
8. New Business
 - A. Three Hour Parking Sign Decal Expenditure
 - B. Discuss Cancellation of the December 17, 2020 Meeting
 - C. Magnetic Calendars
9. DDA member comments
10. Open Public Discussion and Comments
11. Adjourn

City of Hastings
Downtown Development Authority

DRAFT Meeting Minutes

Oct. 15, 2020

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:06 a.m. by Woods

Roll Call –

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

Absent: Albrecht

City Staff and Appointees Present: King, Merrick, Ponsetto

Others Present: Jessica Phillips, downtown business owner; John Resseguie, City Council member; Suzin Clavin and Chad Annis, Sinclair Broadcasting Group; Tracy Wink, Outfront Advertising

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Staff requested the addition of item C. Sale of “Tree of Life” sculpture under New Business; Denton requested item D. Downtown Business Team street banner purchase, under New Business

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

All ayes, motion carried

4. Approval of Minutes from September 17, 2020 DDA Meeting

Motion by Button, second by Bolthouse, to approve the minutes as presented

All ayes, motion carried

5. Receive Financial Statements & Budget for Review –

King said that updated financial statements and budget were included in the DDA packet

6. Façade and BEIG Update-

King said the façade grant status sheet has been updated to include the grant awarded last month as well as recent disbursements

7. Open Public Comment and Discussion – None

8. Old Business

A. Suzin Clavin—Digital Geo-Fencing Presentation—

Clavin and Annis presented information and answered questions from the DDA Board regarding Sinclair Broadcasting and WWMT’s geo-fencing service

B. Outfront Media Billboard and Digital Geo-fencing Presentation-

Wink presented information about billboard locations and pricing as well as geo-fencing available through Outfront Media

C. WMTA Webcam Discussion-

The board discussed the information about live webcams, presented by representatives from the West Michigan Tourist Association during the September DDA meeting

It was the consensus of the board to set a workshop to discuss the DDA’s advertising options for 2021 and beyond

D. Flatlanders/MSI Sculpture Rehabilitation Estimate-

Merrick presented information about the condition of several sculptures on permanent display that are showing signs of rust and other wear as well as a preliminary cost estimate from Flatlanders for the repairs; the actual cost will be determined once they are inspected

Motion by Tossava, second by Hatfield, to approve the expenditure of up to \$8,500 for the repair of City-owned sculptures if Ken Thompson, from Flatlanders Sculpture Supply, said the cost doesn’t exceed the value of the piece

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

Nays:

Absent: Albrecht

All ayes, motion carried

E. Adams Outdoor Billboard Discussion-

Motion by Denton, second by Bolthouse, not to renew the DDA’s contract with Adams Outdoor for 2021

All ayes, motion carried

9. New Business

A. Michigan Trails 2021 Advertisement-

Motion by Bolthouse, second by Hatfield, to approve the expenditure of \$736.25 to advertise in the 2021 edition of Michigan Trails Magazine

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

Nays:

Absent: Albrecht

All ayes, motion carried

B. "Buck" Sculpture Sale-

Merrick said a citizen had contacted the City of Hastings staff and wished to purchase the sculpture "Buck," which is part of the 2020-2021 Downtown Hastings Sculpture Exhibit, and donate it to the City for permanent display

Motion by Tossava, second by Button, to approve the sale and accept the donation of "Buck"

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

Nays:

Absent: Albrecht

All ayes, motion carried

C. Sale of Tree of Life Sculpture-

Merrick said the Barry Community Foundation had contacted City staff about purchasing the "Tree of Life" sculpture for \$6,500 and donating it to the City of Hastings

Motion by Tossava, second by Button, to approve the purchase and accept the donation of the "Tree of Life" sculpture by the Barry Community Foundation

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

Nays:

Absent: Albrecht

All ayes, motion carried

D. Downtown Business Team Street Banner-

Denton said the Downtown Business Team was interested in requesting the DDA purchase a street banner promoting shopping local and small businesses, to display this holiday season and throughout the year

Motion by Button, second by Bolthouse, to approve the purchase of a street banner for a cost of up to \$500.

Ayes: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Woods
Nays:
Absent: Albrecht

All ayes, motion carried

10. DDA Member Comment –

Woods told the DDA board that Tubbs was resigning from his seat on the DDA Board and the City of Hastings Board of Review

11. Open Public Comment and Discussion –

Phillips said that her firm had received two façade grants from the DDA for which she grateful

12. Adjournment

Motion by Bolthouse, second by Tossava, to adjourn

All ayes, motion carried, meeting adjourned at 9:45 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings
Downtown Development Authority
DRAFT Workshop Meeting Minutes

Oct. 29, 2020

1. Meeting Call to Order and Roll Call—

The meeting was called to order at a.m. 8:02 a.m. by Woods

Roll Call –

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

Absent: Albrecht

City Staff and Appointees Present: King, Merrick, Ponsetto

Others Present: Allison Troyer Wiswell, Barry County Blue Zones Director

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda

Woods added request for grant matching funds from Allison Troyer Wiswell, the director of Blue Zones Activate Barry County to the agenda

Wiswell said her group is applying for a grant from the Michigan Department of Agriculture and Rural Development; she is asking Barry County agencies to pledge a portion of the 30 percent (\$15,000) matching funds for the \$50,000 grant; the money pledged would only be payable if the grant request is approved; the grant would be used for a feasibility study and market analysis for a food hall in downtown Hastings

Motion by Hatfield, second by Tossava, to approve the payment of \$5,000 in matching funds to Blue Zones Activate Barry County, pending the approval of their grant application to the Michigan Department of Agriculture and Rural Development

Ayes: Baker, Bolthouse, Button, Hatfield, Tossava, Tubbs

Nays:

Abstain: Denton

Absent: Albrecht

Motion carried

The Board discussed items C through H on the agenda, which includes advertising with the WMTA, WBCH holiday advertising, J-Ad Graphics holiday advertising, Outfront billboard and digital marketing,

Sinclair/WWMT digital marketing, Adams Outdoor digital marketing, and hiring Merrick to do marketing and social media for the DDA; the board also discussed how much of its budget should be spent on the various types of advertising

Motion by Button, second by Bolthouse to holiday advertising with WBCH up to last year's total of \$988

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

Nays:

Absent: Albrecht

All ayes, motion carried

Motion by Button, second by Tossava, to approve holiday advertising with J-Ad Graphics for up to last year's total of \$2,900

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

Nays:

Absent: Albrecht

All ayes, motion carried

It was the consensus of the board to pursue a contract for billboard and digital marketing with Outfront Media; King was directed to contact Outfront and get a proposal, including costs for consideration at the next DDA meeting

It was the consensus of the board to recommend to the Hastings City Council that the City Police Department not issue parking tickets, except for handicapped spaces, until the end of the year

DDA Member Comment –

Adjournment

Motion by Tossava, second by Bolthouse, to adjourn

All ayes, motion carried

Meeting adjourned at 9:51 a.m.

Patty Woods, Chair

Deb Button, Secretary

DDA Budget 2020/2021					
Revenue		Budget	Previous Periods	10-1/10-31	YTD
Tax Capture (TIF)		\$428,000.00			\$390,843.12
	Summer Tax Collection		\$390,843.12		
LCSA Appropriation		\$40,000.00		\$49,921.67	\$49,921.67
Interest Earned		\$5,750.00			\$247.28
	Interest		\$187.58	\$59.70	
Other Revenue					\$10,700.00
248-100-642-000	Sculpture Sales		\$3,750.00	\$6,500.00	
248-100-642-010	Advertising Sales				
248-100-647-000	Application Fees	\$1,000.00	\$450.00		
248-100-674-000	Private Contributions	\$1,500.00			
Total Revenue		\$476,250.00			\$451,712.07
Expenditures					
	Supplies				
248-728-772-000	Promotions Supplies	\$2,200.00			\$0.00
	Other Charges and Services				
248-728-803-000	Administrative Services	\$27,195.00			\$0.00
248-728-807-000	Planning Services		\$400.00		\$400.00
248-728-816-000	Security Services	\$1,050.00	\$1,104.04		\$1,104.04
248-728-824-000	MSI	\$10,000.00			\$0.00
248-728-861-000	Milage Reimbursement	\$50.00			\$0.00
248-728-872-000	Special Assessment Parking	\$15,962.00		\$43,650.00	\$43,650.00
248-728-879-000	Website	\$2,500.00			\$0.00
248-728-880-000	Community Promotions	\$0.00			\$0.00
248-728-882-000	Advertising- Social Media	\$200.00			\$0.00

248-728-883-000	Advertising - Print	\$4,000.00		\$736.25	\$736.25
248-728-884-000	Advertising - Billboards	\$15,000.00	\$4,700.00	\$1,100.00	\$5,800.00
248-728-885-000	Advertising - Radio	\$1,600.00			
248-728-886-000	Photography - Videography	\$6,000.00			\$0.00
248-728-887-000	Speakers/Performers	\$300.00			
248-728-900-000	Printing - Publishing	\$11,000.00	\$1,375.00		\$1,375.00
248-728-902-000	Newsletter	\$2,000.00			\$0.00
248-728-905-000	Contributions to Other Govt.	\$200,214.00		\$200,214.00	\$200,214.00
248-728-906-000	Promotion/Marketing	\$1,100.00			
248-728-907-000	Sponsorships/Donations	\$10,000.00			\$0.00
248-728-911-000	Conferences	\$895.00			\$0.00
248-728-912-000	Meetings	\$100.00			\$0.00
248-728-915-000	Memberships	\$300.00		\$270.00	\$270.00
248-728-918-000	Water/Sewer	\$8,000.00	\$3,907.67	\$1,738.95	\$5,646.62
248-728-920-000	Electric	\$600.00	\$177.20	\$62.60	\$239.80
248-728-926-000	Property Taxes	\$0.00			\$0.00
248-728-929-010	Snowplowing	\$6,500.00			\$0.00
248-728-991-000	Façade Improvement	\$50,000.00	\$15,527.46		\$15,527.46
248-728-992-000	Interest Expense	\$0.00			\$0.00
	Total Other Charges and Service	\$374,566.00			\$274,963.17
	Capital Outlay				
248-728-974-000	Land Improvements-Dep		\$1,193.20		\$1,193.20
248-728-974-010	Land Improvements-Non Dep	\$40,000.00			
	Total Capital Outlay	\$40,000.00			
	Total Expenditures/Other Use	\$416,766.00			\$274,963.17
	Net increase (decrease)	\$59,484.00			\$176,748.90
	Restricted Fund Balance	\$181,883.54			\$358,632.44

Dornbos Sign, Inc.

619 W. Harris

Charlotte MI 48813
United States

Phone 517-543-4000

Fax 517-543-4044

Quotation

Quotation Number: SO106377

Quotation Date: 11/12/2020

Terms: NET 30

BILL TO	SHIP TO
HASTINGS DPW EMAIL INVOICES: bhartman@hastingsmi.org 201 E STATE ST HASTINGS MI 49058 USA Attn: DAN KING	HASTINGS DPW 301 E COURT HASTINGS MI 49058 USA Attn: DAN KING Ship Via: CALL WHEN DONE

YOUR ORDER NO.	DESCRIPTION
	HASTINGS DPW

Item ID/Description	Order Qty	UM	Price	Amount
CUSTOM DEC-HASTINGS 2.25X1.75 HASTINGS, PATCH FOR SIGNS, 2.25" X 1.75" G/W HIP DECAL *** PATCH FOR EXISTING PARKING SIGNS *** (SERIES C FONT) 15 EACH - 3	15	EA	\$3.10	\$46.50
CUSTOM DEC-HASTINGS 7X2.25 HASTINGS, PATCH FOR SIGNS, 7" X 2.25" G/W HIP DECAL *** PATCH FOR EXISTING PARKING SIGNS *** (SER C FONT) 10 EACH - THREE	10	EA	\$3.10	\$31.00
CUSTOM DEC-HASTINGS 4.5X3 HASTINGS, PATCH FOR SIGNS, 4.5" X 3" W/G HIP DECAL *** PATCH FOR EXISTING PARKING SIGNS *** (SERIES C FONT) 25 EACH - 3	25	EA	\$3.10	\$77.50
CUSTOM DEC-HASTINGS 8X2.5 HASTINGS, PATCH FOR SIGNS, 8" X 2.5" G/W HIP DECAL *** PATCH FOR EXISTING PARKING SIGNS *** (SERIES D FONT) 40 EACH - THREE	40	EA	\$3.10	\$124.00
CUSTOM DEC-HASTINGS 7.75X3.25 HASTINGS, PATCH FOR SIGNS, 7.75 X 3.25" G/W HIP DECAL *** PATCH FOR EXISTING PARKING SIGNS *** (SER B AK REV C FONT) 20 EACH - THREE	20	EA	\$3.10	\$62.00

Subtotal: \$341.00

Sales Tax: \$0.00

Total: \$341.00



City of *Hastings* Michigan

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

201 E. State Street 49058

To: City of Hastings DDA

From: Maiya Merrick

Date: November 12, 2020

Subject: City of Hastings Magnetic Calendars

In the past the DDA has purchased magnetic calendars for the upcoming year. If the DDA would like to continue to purchase the calendars, it will carry the same price this year as it did last year. The cost for 1,000 calendars will be about \$640.

Thank you for your consideration.

Maiya Merrick

City of Hastings Arts and Events Coordinator