

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

April 17, 2025, Meeting - Communication

To: DDA Members and Staff

From: Dan King

Date: April 10, 2025

Subject: Information Regarding April 17, 2025, Meeting of DDA

The next meeting of the Hastings DDA is scheduled for **8:00 a.m.** on **Thursday April 17th** in the Council Chambers, second floor of City Hall.

5. Financial Statement and Budget Review

Budget data has been updated through March 31, 2025. The fiscal year 2025/2026 budget will reflect a return to Arts and Cultural expenses such as sculpture leases, installation, maintenance, TAC support, Hastings Live booklets and rack cards, etc. being direct expenditures of the DDA and not subject to intergovernmental transfers. The only intergovernmental transfer will be for the 1988 DDA district. The expenditure for the overhead line relocation underground will be reflected in in Other Contracted Services in the FY 2025/2026 budget. The expenditures for winter plantings, Cotant's contract, and Adopt-A-Corner will be located in the Ground Repair and Maintenance line item.

6. Façade and BEIG Update

The façade grant and BEIG spreadsheets have been updated through March 31, 2025.

8. Old Business:

Discussion will continue regarding the DDA appetite to participate in the Level Up campaign currently underway by the Barry County Chamber of Commerce and Economic Development Alliance.

The request for proposals (RFP) for Strategic Plan Development has been included in the packet for information purposes only. RFPs are due by April 28th.

9. New Business

A façade grant reimbursement for Nathan Winick at 228 N. Jefferson has been processed. The work has been completed, and proof of payment has been secured from Mr. Winick.

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

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA

Meeting Thursday April 17, 2025

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 March 20, 2025, Regular Meeting
5. Receive Financial Statements & Budget Review
6. Façade and BEIG update
7. Open Public Discussion and Comments
8. Old Business:
 - A. BCCEDA Funding Request Discussion
 - B. Strategic Plan Request for Proposals Information
9. New Business
 - A. Façade Grant Application Reimbursement for Nathan Winick at 228 N. Jefferson
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

City of Hastings
Downtown Development Authority

DRAFT Meeting Minutes

March 20, 2025

1. Meeting Call to Order and Roll Call—

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

Roll Call –

Present: Albrecht, Baker, Button, Hatfield, Peterson, Resseguie (mayor pro-tem), Schantz, Tossava, Wiswell, Woods, Patterson (student member)

Absent: Tossava

City Staff and Appointees: Hoke, King, Ponsetto

Others Present: Consumers Energy Representatives: Kylee Maycroft, manager, LVD Engineering Design; Cole Rochowiak, lead engineer, LVD Design; Tim Voss, Sr. project manager, Major Projects, Real Estate Dept.; Greg Moore, sr. community affairs manager

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Woods added Request from the Barry Community Foundation for financial support for Farmers Market as item 9C. under New Business.

Motion by Peterson, second by Baker, to approve the agenda as amended.

All ayes motion carried

4. Approval of Minutes –

Motion by Baker, second by Peterson, to approve the February 20, 2025, minutes as presented.

All ayes motion carried.

5. Financial Statements & Budget for Review –

King said the budget data has been updated through February 28, 2025.

6. Façade and BEIG Update-

King said there has been no change in the BEIG loan data and the quarterly update for the BEIG loan would be available in April.

7. Open Public Comment and Discussion – None

8. Old Business-

A. BCCEDA Funding Request Discussion—

DDA board members discussed the request for financial support from the BCCEDA and directed staff to Request that BCCEDA staff attend an upcoming DDA meeting to discuss the request.

B. Discuss Strategic Plan Initiative—

Board members discussed the need for a strategic plan, then directed staff to solicit quotes for a DDA Strategic Plan.

9. New Business

A. Consumers Energy Thornapple Plaza Powerline Information Presentation—

Representatives from Consumers Energy presented information on burying low voltage lines on the south of the Thornapple Plaza and raising both the low and high voltage lines that run on the west side of the plaza to allow for tree growth or the installation of shade sails.

Motion by Hatfield, second by Resseguie, to approve the expenditure of the \$66,185.00 for the reconfiguration of power lines at the Thornapple Plaza.

Ayes: Baker, Hatfield, Peterson, Schantz, Resseguie, Woods

Nays: Albrecht, Button, Wiswell

Absent: Tossava

Six ayes, three nays, motion carried.

Button left the meeting at 9:15 a.m.

Hatfield left the meeting at 9:26 a.m.

B. Façade Grant Application from Jackie Elliot of Frozen Spoons for 329 N. Broadway—

Motion by Wiswell, second by Peterson, to approve a façade grant request totaling \$1,785.94 for Frozen Spoons.

Ayes: Albrecht, Baker, Petrson, Schantz, Resseguie, Wiswell, Woods

Nays:

Absent: Button, Hatfield, Tossava

All ayes motion carried

C. Funding Request from BCF for 2025 Farmers Market—

Motion by Resseguie, second by Baker, to approve the BCF request for \$1,500 to support the 2025 Farmers market.

Ayes: Albrecht, Baker, Peterson, Schantz, Resseguie, Wiswell, Woods

Nays:

Absent: Button, Hatfield, Tossava

All ayes motion carried

10. DDA Member Comment –

Woods said she did not like the current billboard and would like to have just one or two designs that are switched throughout the year.

Albrecht asked when the light poles on S. Jefferson Street would be replaced. King said the plan was to wait a couple years before replacing them.

Patterson said she would like to have an elected or appointed official make a presentation to her Youth in Government class at Hastings High School.

11. Open Public Comment and Discussion – None

12. Adjournment

Motion by Wiswell, second by Albrecht, to adjourn.

All ayes motion carried.

Meeting adjourned at 9:38 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

DDA Budget 2024/2025 April 10, 2025 Update (thru 03.31.2025)					
Account Number	Title	Budget	Year to Date	Projected	Budget 2025/2026
248.100.404.000	Tax Capture	\$ 725,000	\$ 753,946	\$ 753,946	\$ 760,000
248.100.573.000	LCSA Appropriation	\$ 60,000	\$ 51,492	\$ 51,492	\$ 50,000
248.100.642.000	Sculpture Sales	\$ 5,000		\$ -	\$ 5,000
248.100.642.010	Advertising Sales				
248.100.648.000	Application Fees	\$ 1,000	\$ 400	\$ 500	\$ 500
248.100.654.000	Electrical Vehicle Station	\$ 250	\$ 242	\$ 300	\$ 300
248.100.665.000	Interest Earned	\$ 16,000	\$ 12,195	\$ 12,200	\$ 15,000
248.100.672.000	Other Revenue (RAP Grant Proceeds)		\$ 237,250	\$ 474,500	
248.100.674.000	Private Contributions or Donations		\$ -	\$ -	
248.100.675.000	Sponsorships	\$ 700		\$ -	\$ 500
Total Revenue		\$807,950	\$ 1,055,525	\$ 1,292,938	\$ 831,300
248.728.756.000	Repair and Maintenance Supplies				
248.728.766.000	Disposable Technology				
248.728.772.000	Promotion Supplies	\$ 500			\$ -
248.728.801.000	Annual Streetscape Bonding Fee		\$ 500	\$ 500	\$ 500
248.728.803.000	Administrative Services	\$ 35,000		\$ 35,000	\$ 35,000
248.728.807.000	Planning Services (Strategic Plan)	\$ 2,000			\$ 5,000
248.728.816.000	Security Services-Splash Pad				\$ 1,167
248.728.824.000	MSI-lease, install, repair sculptures				\$ 22,200
248.728.830.000	Other Contracted Services				\$ 67,000
248.728.861.000	Transportation (Milage)	\$ 100			\$ 100
248.728.872.000	Parking SAD	\$ 15,962	\$ 15,962	\$ 31,924	\$ 15,962
248.728.879.000	Website	\$ 650		\$ 650	\$ 1,000
248.728.882.000	Advertising - Social Media	\$ 13,000	\$ 10,000	\$ 13,000	\$ 13,000
248.728.883.000	Advertising - Print	\$ 5,000			\$ 5,000
	Michigan Trails Magazine	\$ 812	\$ 812	\$ 812	
	Hastings Reminder - Holiday	\$ 2,000	\$ 3,000	\$ 3,000	
	Battle Creek Shopper - Holiday	\$ 750			
	Lowell's Buyers Guide - Holiday	\$ 130			
	J-Ad Summer Fun Guide	\$ 475			
	J-Ad Streetscape Construction		\$ 918	\$ 918	
248.728.884.000	Billboards	\$ 9,000	\$ 8,500	\$ 9,000	\$ 9,000
248.728.885.000	Advertising-Radio	\$ 2,000	\$ 1,874	\$ 1,874	\$ 2,000
248.728.886.000	Videography	\$ 4,000			\$ 4,000
248.728.887.000	Speakers/Performers	\$ 1,000			\$ 1,000
248.728.891.000	Licenses and Fees	\$ 250	\$ 32	\$ 32	\$ 250
248.728.900.000	Printing and Publishing	\$ 8,000			\$ 5,000
	J-Ad Dine - Hastings Live	\$ 700			
	J-Ad (Event Schedules)	\$ 300			
	J-Ad (Roubaix Booklets)	\$ 2,700			
	J-Ad (Farmers Market Brochures)	\$ 1,300		\$ -	
	Progressive Graphics Mag. Calendar	\$ 850			
	Progressive Graphics Rack Cards	\$ 500			
	J-Ad (Downtown Parking Brochures)	\$ 250	\$ 249	\$ 249	
	Hastings Live Booklets				
	Progressive Graphics (Name Badges)				
	Hastings Live Rack Cards				
	Sculpture Tour Booklets				

Account Number	Title	Budget	Year to Date	Projected	Budget 2025/2026
248.728.906.000	Promotions/Marketing (Holiday Decs)	\$ 500	\$ 28,688	\$ 58,541	\$ 50,000
248.728.907.000	Sponsorship and Donations	\$ 14,000			\$ 17,000
	Chamber of Commerce	\$ 2,000	\$ 2,050	\$ 2,050	
	Summerfest	\$ 1,000			
	Jingle and Mingle	\$ 2,900	\$ 4,000	\$ 4,000	
	Ball Drop	\$ 2,000	\$ 2,000	\$ 2,000	
	Farmer's Market	\$ 1,500	\$ 1,500	\$ 1,500	
	TAC Hastings Live Support	\$ 5,925			
248.728.911.000	Conferences/Trainings	\$ 1,000			\$ 1,000
	MFEA	\$ 295			
	Boyne USA	\$ 333			
	Other Training	\$ 800			
248.728.912.000	Meetings	\$ 100			\$ 100
248.728.915.000	Membership Dues	\$ 600			\$ 600
	West Michigan Tourist Assoc.	\$ 284	\$ 284	\$ 284	
	MI Festivals and Events	\$ 250			
248.728.918.000	Water/Sewer		\$ 10,043		\$ 10,000
248.728.920.000	Electric		\$ 450	\$ 600	\$ 2,500
248.728.921.000	Gas		\$ 480	\$ 700	\$ 700
248.728.929.000	Gd. Repair/Maint. Winter Pot Décor.		\$ 8,530	\$ 8,530	\$ 36,500
248.728.929.010	Snow Plowing and Removal	\$ 5,000	\$ 520	\$ 3,000	\$ 5,000
248.728.930.000	Repair and Maintenance	\$ 100			\$ 1,000
248.728.940.000	Equipment Fund Rental	\$ 5,000	\$ 3,675	\$ 594	
248.728.946.000	Engineering Services				
248.728.974.000	Land Improvements (Depreciable)				\$ -
	MC Smith Streetscape Design		\$ 12,646	\$ 12,646	
	Streetscape Project		\$ 678,921	\$ 678,921	
	Signage		\$ 7,074	\$ 7,074	
	Kendall Electric		\$ 924	\$ 924	
	Downtown Street Short Pole Globes				
	Street Light Painting				
	Consort Banner Flags				
	Water/Sewer Improvement/Scape				
248-728-980-010	Street Furniture		\$ 36,270	\$ 36,270	
248.728.974.010	Land Improvements (Non-Dep)	\$ 14,500			\$ -
	Sculpture Bases		\$ 3,375	\$ 3,375	
	Consort				
	Sculpture Purchase				
	Spray Plaza Maintenance				
248.728.978.010	Technology - Non Depreciable				
248.728.991.000	Façade Improvement Grants	\$ 50,000	\$ 21,900	\$ 46,900	\$ 50,000
248.728.992.000	Annual Streetscape Debt Service	\$ 197,400	\$ 54,600	\$ 197,400	\$ 197,400
Total Expenditures		\$ 384,662	\$ 909,777	\$ 1,149,268	\$ 558,979

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Façade Improvement Grant 2024/2025 Budget**\$50,000.00****April 7, 2025*****Paid FY 2024/25 To Date (03/31)***

122 W. State Street - Deb Button - Hodges Jewelry and Gifts	9/6/2024	\$1,900.00
144 E. State Street - Kevin Anderson	4/20/2023	\$10,000.00
148 E. State Street - Kevin Anderson	4/20/2023	\$10,000.00

TOTAL DISBURSED

\$21,900.00***Façade Grants Pledged for the 2024/2025 FY Budget***

112 E. Court Street - Donna and Dave Kensington - Razor's Edge	2/16/2023	\$10,000.00
128 S. Jefferson - Zach Santmier - Trumble Agency	9/19/2024	\$10,000.00
135 E. State Street - Ortwein International	10/29/2024	\$4,252.50
228 N. Jefferson - Nathan Winick - Riverwalk Café	11/21/2024	\$5,266.00
150 E. State Street - Nathan Winick	8/6/2024	\$6,433.00
329 N. Broadway - Jackie Elliot - Frozen Spoons	3/20/2025	\$1,785.94

TOTAL PLEDGED

\$37,737.44***Architectural Renderings Pledged for the 2024/2025 FY Budget***

128 S. Jefferson - Zach Santmier - Trumble Agency	9/19/2024	\$1,000.00
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TOTAL PLEDGED FOR ARCHITECTURAL

\$1,000.00**Total Approved 2024/2025 Budget****\$50,000.00****Total Approved and Disbursed 2024/2025 Projects****\$60,637.44**

Available

(\$10,637.44)

BEIG LOAN TOTAL BUDGET	\$100,000.00
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109 and 111 E. State Street - Barlow Florist #2	\$3,392.66
125 S. Jefferson Street - Jacinto Currently Past Due \$714.30 - Six (6) Payments	\$4,404.65

<i>Total BEIG Loans Outstanding as of April 1, 2025</i>	\$7,797.31
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<i>BEIG Loans Committed and Not Funded</i>	
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TOTAL	\$0.00
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Total Approved 2024/2025 Budget	\$100,000.00
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Total Outstanding and Approved Projects 2024/2025 Budget	\$7,797.31
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Available for Loan Commitments	\$92,202.69
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Request for Proposals Downtown Development Authority Strategic Plan

Deadline: April 28, 2025, at 3:00 pm

Contact: Dan King dking@hastingsmi.gov

Project Description

The City of Hastings (“City”) is 5.28 square miles, situated on the banks of the Thornapple River, and is centrally located between Battle Creek, Grand Rapids, Kalamazoo, and Lansing. The major north/south access into the city are M-43 and M-37, with M-79 and M-179 as the major east/west access. There is a growing desire to expand the City’s trail system to link the Village of Nashville to the east and Middleville and Caledonia to the northwest. Hastings has many appealing features including: the Thornapple River, city parks, proximity to other outdoor recreation areas, and its growing arts and entertainment programs. These amenities have attracted residential growth in an expanding housing market. The city has several well-established single-family and multi-family options as well as proposals for additional residential developments of varying densities. Hastings is the most populated municipality and is the county seat of Barry County.

The Hastings Downtown Development Authority (DDA) was created by City Ordinance on December 9, 1985. The DDA plan has been amended five (5) times with the most recent amendment occurring on April 10, 2023. The DDA district encompasses approximately .625 square miles in the center of the City of Hastings.

Since the inception of the DDA, a cohesive strategic plan has not been developed. The DDA desires to develop a strategic plan to define the long-term direction and to guide the DDA’s resources and efforts to achieve that direction.

Proposal Timeline*:

Request for Proposals Released

March 26, 2025

Deadline to Submit Questions
Deadline to Receive Proposals

April 14, 2025, at 4:00 P.M.
April 28, 2025, at 3:00 P.M.

* The City reserves the right to modify any element of the timeline should that become necessary.

Submission of Proposals

Consultants must email a PDF copy of proposal by 3:00 P.M. on Monday, April 28, 2025, labeled "HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY STRATEGIC PLAN PROPOSAL" to:

dking@hastingsmi.gov

Alternatively, consultants may provide three hard copies of their proposal by the due date by mail:

**Dan King
Community Development Director
201 E State St
Hastings, MI 49058**

Proposals and amendments to proposals that are received after the date and time specified above will not be accepted and will be returned to the consultant unopened. Faxed proposals will not be accepted. Although questions about the proposal are welcomed, the city will not entertain any sales calls or presentations during the Request for Proposals (RFP) process.

Dissemination of RFP Information

From time to time, the City may issue responses to requests for clarifications, questions, comments, and addenda to this RFP, or other material related to this solicitation. It is the responsibility of the consultant to check with the Community Development Department regularly during the solicitation period for updated information. **By submitting a proposal, consultants are deemed to have constructive knowledge and notice of all information pertaining to this RFP.**

Addenda to the RFP

Any change(s) to the requirements of this RFP initiated by the city will be made by written addenda to this RFP. Any written addenda issued pertaining to this RFP shall be incorporated into and made a part of the terms and conditions of any resulting agreement. The city will not be bound to any modifications to or deviations from the requirements set forth in this RFP unless they have been documented by addenda to this RFP. Consultants

will be required to document that they are aware of all addenda issued, if any, by the City in their Proposal.

Questions and Requests for Clarifications

Contact Person for the Project

All questions or contact regarding this RFP must be directed to Community Development Director Dan King, who can be reached by email: dking@hastingsmi.gov

Clarifications of the RFP

Consultants are encouraged to promptly notify Dan King of any apparent errors or inconsistencies in the RFP. Should a Consultant require clarifications to this RFP, the Consultant shall notify the City via e-mail. Should it be found that the point in question is not clear and fully set forth in the RFP, a written addendum clarifying the matter will be issued and posted on the City website.

Deadline for Submitting Questions

All questions must be submitted to the city by **4:00 p.m. on April 14, 2025**. Questions can be submitted via email to dking@hastingsmi.gov if they are received no later than the date and time specified above.

City Responses

The City, in its sole discretion, will respond to requests for clarifications, questions and comments. Responses will be posted to the website on or before **4:00 P.M. April 15, 2025**.

General Scope of Services

A strategy needs to be developed that identifies the Downtown Development Authority's opportunities for improvement, internal growth and development, and to identify downtown-based projects and programs to implement. Included in the scope of services for the Downtown Development Authority Strategic Plan will be the following tasks:

1. Review the Downtown Development and Financing Plan for background and general information about the Hastings Downtown Development Authority.
2. Engage in dialogue with members of the Downtown Development Authority District and relevant stakeholders through in-person meetings, focus groups, surveys, and/or other means of communication as appropriate.
3. Assist in defining an organizational mission.

4. Establish short, intermediate, and long-term goals.
5. Develop an action plan to achieve the goals.
6. Provide benchmarking to measure goal achievement.
7. Present strategy results at a Downtown Development Authority Board meeting.
8. Be able to complete the project within six (6) months of the contract execution date.

Deliverables

1. One bound, hard copy of the Downtown Development Authority Strategic Plan
2. A digital copy of the Downtown Development Authority Strategic Plan
3. Digital access to copies of all public engagement activities, including surveys, minutes or notes from public engagement activities, and other data collected pertaining to public or staff outreach.

Proposal Requirements

The successful proposal shall include all the following:

1. Provide information on the respondent's background and experience in the following:
 - a. Complete background including work and education experience of the primary consultant assigned to this project.
 - b. Experience creating strategic plans
 - c. Engaging the public for planning purposes, including methods utilized for public engagement.
2. Project approach and timing.
3. Highlight any characteristics or capabilities that make the respondent uniquely qualified to perform the services requested.
4. Provide a cost proposal for completing the scope of work.
5. Disclose any actual or potential conflicts of interest with the City, its officers, elected officials, agents, and employees.
6. Describe any partnerships with any organizations/subcontractors/suppliers that will

play a role in this project.

7. Identify at least three (3) references including the organization/business, address, contact person, phone number, date of services, and description of services.
8. Provide examples of at least two (2) similar projects completed in the last three (3) years. Examples may be provided in electronic format or by providing an internet link.
9. Provide a copy of your certificate of insurance verifying professional, commercial general, automobile liability, and workers' compensation insurance coverage with minimum policy limits as detailed in this RFP. The coverage must be maintained and carried in force for the duration of the contract.
10. Any additional information believed necessary to assist the city in evaluating your proposal may also be submitted.

Proposal Conditions

1. By submission of a proposal, the respondent certifies that they have not paid or agreed to pay any fee or commission, or any other thing of value, contingent on the award of this contract to any employee, official, or current contracting consultant of the City. The respondent certifies that the financial information in this statement has been derived independently and without consultation, communication, or agreement, for the purpose of restricting competition as to any matter relating to such costs with any other proposal or Bidder.
2. The contents of the proposals shall be considered public records of the City. Any respondent submitting a proposal hereunder further acknowledges and agrees that the City is a public entity which is required to abide by laws governing public records and shall not be liable for disclosures required by law. All materials submitted in response to this RFP shall become the property of the City.
3. The City or its representatives shall not be held responsible for expenses incurred in the preparation or subsequent presentation of the RFP response. Any party responding to this RFP shall do so at their own risk and cost.
4. This RFP is not an offer to enter a contract, but rather a solicitation for Proposals.
5. The City reserves the right to reject all proposals in its sole discretion. The City

reserves the right to reject all proposals in whole, or in part, and accept any proposal or portion of the proposal that, in their opinion, best serves the interests of the city.

6. The selected consultant and their subcontractors are required not to discriminate against any employee or applicant for employment to be employed in the performance of the proposal with respect to hire, tenure, terms, conditions, or privileges of employment, because of race, color, religion, national origin, or ancestry or also because of age or sex, except based on a legitimate occupational qualification.
7. The awarded contract will be governed by the laws of the State of Michigan. The selected vendor/contractor shall not assign the contract or sublet it or portions thereof without the written consent of the authorized City representative. The City insurance and indemnification requirements as well as standard contract provisions will be a requirement of the awarded contract.
8. The respondent must verify that they are appropriately insured.
9. Any proposal submitted shall be deemed conclusive assurance that the proposer does not discriminate in any manner against any class of protected persons under federal or state law. This includes non-discrimination based on gender, race, national origin, age, and other categories specified by state and federal law.
10. The City of Hastings is an Equal Opportunity Employer.

Evaluation Criteria

The selection process will be based on responses to this RFP, verification of references, and any interviews to verify the ability of the proposer to provide services in response to this document. The city will evaluate each proposal based on the following criteria:

1. Demonstrating clearly and completely the respondent's understanding of the scope of work.
2. Qualifications, skill, and experience level of staff and creativity in conducting a public engagement strategy.
3. Demonstrated experience on projects of similar scope and favorable reference checks.

4. Project Cost.

Other Considerations

The respondent should be aware that the City of Hasting DDA intends to use technical assistance funding from the MEDC for this project. This may result in additional requirements which will be disclosed upon receipt by the city and in no case later than contract signing.

Façade Improvement Grant Reimbursement Request Synopsis

Date: April 17, 2025

Business: Hastings Riverwalk Cafe

Property Owner: Nathan Winnick

Address: 228 N. Broadway

Conclusion:

The property owner has completed the proposed work and has submitted the related invoice. City Staff has provided a photo of the completed project and approves the completed work.

The applicant is requesting reimbursement in the amount of 1,560.00 the amount approved by the DDA on November 21, 2024.




X _____

Staff Approval by: Dan King, Community Development Director

Date: April 3, 2025