

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

April 18, 2024, Meeting - Communication

To: DDA Members and Staff
From: Sandy Ponsetto
Date: April 11, 2024
Subject: Information Regarding April 18, 2024, Meeting of DDA

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

5. Financial Statement and Budget Review

Budget data has been updated through March 31, 2024. City staff are currently in the process of preparing budget data for Fiscal Year 24/25.

6. Façade and BEIG Update

The façade grant spreadsheet has been updated through March 31, 2024. The BEIG spreadsheet has also been updated for the first quarter of 2024.

8. Old Business

Information is included in the DDA packet regarding Outfront Media geofencing and the latest billboard design. Dan will be back in the office Monday, April 15th, and will be prepared to discuss and answer questions about Outfront Media during the meeting,

9. New Business

There are no items under new business.

Please let us know if you are unable to attend the meeting. We hope you had an enjoyable holiday weekend.



HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA

Meeting Thursday April 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 March 15, 2024 Meeting
5. Receive Financial Statements & Budget Review
6. Façade and BEIG update
7. Open Public Discussion and Comments
8. Old Business:
 - A. Outfront Media Geofencing Information
9. New Business
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

City of Hastings
Downtown Development Authority
DRAFT Meeting Minutes
March 21, 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, Resseguie

Others Present: None

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Button requests billboards be placed on the agenda as item 9A. Motion by Tossava, second, by Hatfield, to approve the agenda as amended.

All ayes, motion carried.

4. Approval of Minutes -

Motion by Hatfield, second by Tossava, to approve the minutes of the February 15, 2024, DDA meeting.

All ayes, motion carried.

5. Financial Statements & Budget for Review –

King said the budget data has been updated through February 29, 2024. The board discussed the 2024/2025 Fiscal Year budget. The board acknowledged that the reconstruction of Parking Lot 8 will occur in the 2024/2025 budget year.

6. Façade and BEIG Update-

King said the façade grant spreadsheet has been updated through February 29, 2024. The BEIG spreadsheet is updated quarterly with the next update scheduled for the April meeting.

7. Open Public Comment and Discussion – None

8. Old Business-

A. Streetscape Flower Quote—

Motion by Hatfield, second by Button to approve the streetscape flower quote from Cotant’s Farm Market in the amount of \$14,020.00.

Ayes: Baker, Button, Hatfield, Peterson, Tossava, Wiswell, Woods
Nays: None

Motion carried 7 to 0

9. New Business

A. Billboard Discussion—

Board discussed the billboard contract with Outfront Media. Board asked King when the next static board is scheduled. King said approximately May 11th. Board requested a review of the geofencing results during the April meeting.

B. Barry County Chamber of Commerce and EDA request—

King stated that the Barry County Chamber of Commerce and EDA will be hosing a Small Business Bootcamp series for four consecutive months starting in May. The Chamber and EDA have requested funding in the amount of \$250 for each segment or \$1,000 total.

Motion by Tossava, second by Wisell to approve the \$1,000 request.

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

Motion failed 5 to 2

Motion by Button, second by Hatfield to approve paying for the first segment in the amount of \$250

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

Motion carried 6 to 1

C. Nathan Winick Façade Grant Request for 150 E. State Street—

Nathan Winick has submitted a façade grant application in the amount of \$6,433.00 for the replacement of two exterior doors at 150 E. State Street.

Motion by Hatfield, second by Button to approve the façade grant request in the amount of \$6,433.00.

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

Nays: None

Abstain: Wiswell

Motion carried 6 to 0 with 1 abstention.

10. DDA Member Comment – None

11. Open Public Comment and Discussion – None

12. Adjournment

Motion by Tossava, second by Button, to adjourn.

All ayes, motion carried

The meeting adjourned at 9:20 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Dan King, City of Hastings

Line Item DDA Budget FY 23/24

DDA Budget 2023/2024 April 3, 2024 Update (thru 03.31.24)					
Account Number	Title	Budget	Year to Date	Projected	Budget 2024/2025
248.100.404.000	Tax Capture	\$ 682,240	\$ 695,713	\$ 700,000	\$ 700,000
248.100.573.000	LCSA Appropriation	\$ 63,000			\$ 60,000
248.100.642.000	Sculpture Sales	\$ 5,000		\$ 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	\$ 139	\$ 250	\$ 250
248.100.665.000	Interest Earned	\$ 12,000	\$ 63,475	\$ 65,000	\$ 10,000
248.100.672.000	Other Revenue	\$2,700,000	\$ 2,700,000	\$ 2,700,000	
248.100.674.000	Private Contributions or Donations		\$ -	\$ -	
248.100.675.000	Sponsorships	\$ 500	\$ 1,150	\$ 1,300	\$ 700
Total Revenue		\$3,463,990	\$ 3,460,777	\$ 3,472,150	\$ 776,950
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	
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	\$ 95	\$ 500	\$ 650
248.728.882.000	Advertising - Social Media	\$ 13,000	\$ 8,800	\$ 13,000	\$ 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	\$ 636		
	Lowell's Buyers Guide - Holiday	\$ 130	\$ 110		
	J-Ad Summer Fun Guide	\$ 475			
248.728.884.000	Billboards	\$ 9,000	\$ 9,200	\$ 9,000	\$ 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 and Shop Brochures	\$ 700			
	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		\$ 9,000	\$ 14,000
	Chamber of Commerce	\$ 2,000	\$ 2,000		
	Summerfest	\$ 1,000			
	Jingle and Mingle	\$ 2,900	\$ 2,900		

Line Item DDA Budget FY 23/24

Account Number	Title	Budget	Year to Date	Projected	Budget 2024/2025
	Ball Drop	\$ 2,000	\$ 2,000		
	Farmer's Market	\$ 1,500			
	Gus Macker				
	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		\$ 412	\$ 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		\$ 2,000	\$ 5,000
248.728.930.000	Repair and Maintenance	\$ 100	\$ 1,689	\$ 1,689	\$ 100
248.728.940.000	Equipment Fund Rental	\$ 15,000	\$ 421	\$ 421	\$ 5,000
248.728.946.000	Engineering (SME) Light Pole Inspect.				
248.728.974.000	Land Improvements (Depreciable)	\$3,000,000		\$ 3,000,000	\$ 235,000
	Plaza(s) Painting		\$ 14,560		
	Parking Lot Imp/Paving Lot 8	\$ 235,000		\$ 235,000	\$ 235,000
	Fencing/Screening				
	MC Smith Streetscape Design	\$ 67,137	\$ 27,008	\$ 67,137	
	Streetscape Project		\$ 819,000		
248-728-801-000	Streetscape Bonding Services		\$ 41,100		
	Kendall Electric		\$ 178,711		
	Downtown Street Short Pole Globes				
	Street Light Painting				
	Consort Banner Flags		\$ 138		
248.728.974.010	Land Improvements (Non-Dep)			\$ 720	
	Consumers Energy		\$ 200	\$ 200	
	Consort		\$ 520	\$ 520	
	Sculpture Purchase				
	Spray Plaza Maintenance				
248.728.978.010	Technology - Non Depreciable				
248.728.986.000	Sculpture Rehab				
248.728.991.000	Façade Improvement Grants	\$ 50,000	\$ 2,100	\$ 25,000	
248.728.992.000	Annual Streetscape Debt Service	\$ 110,000		\$ 73,407	\$ 197,400
Total Expenditures		\$3,293,112	\$ 1,142,463	\$ 3,226,712	\$ 755,662

Line Item DDA Budget FY 23/24

248.728.905.000	Transfer to Other Governments	\$ 452,095			
	Administration	\$ 197,225		\$ 197,225	
	Spray Plaza Security (EPS)	\$ 1,400		\$ 1,104	
	MSI	\$ 21,600	\$ 10,600	\$ 21,600	
	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 rac	\$ 700		\$ 600	
	TAC Sponsorship	\$ 5,925	\$ 5,925	\$ 5,925	
	Water and Sewer - Spray Plaza	\$ 9,900	\$ 7,873	\$ 9,900	
Total Transfers		\$ 452,095	\$ 24,398	\$ 240,254	\$ 250,000
Account Number	Title	Budget	Year to Date	Projected	Budget 2024/2025
Total	Expenditures and Transfers	\$3,745,207	\$ 1,166,861	\$ 3,466,966	\$ 1,005,662
Total Revenue		\$3,463,990	\$ 3,460,777	\$ 3,472,150	\$ 776,950
Total Expenditure and Transfers		\$3,745,207	\$ 1,166,861	\$ 3,466,966	\$ 1,005,662
Total Net Position		(\$281,217)	\$2,293,916	\$ 5,184	\$ (228,712)
Beginning Fund Balance		\$ 654,056	\$ 654,056	\$ 654,056	\$ 869,494
Ending Fund Balance		\$ 372,839	\$2,947,972	\$ 659,240	\$ 640,782

Façade Improvement Grant 2023/2024 Budget**\$50,000.00****April 3, 2024****Paid FY 2023/24 To Date (03/31)**

109/111 W. State Street - Norm and Carole Barlow - Barlow Florists	12/21/2023	\$2,100.00
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TOTAL DISBURSED	\$2,100.00
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Façade Grants Pledged for the 2023/2024 FY Budget

150/152 W. State Street (Phase II) - Seasonal Grille	1/20/2022	\$4,500.00
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
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	\$3,910.00
150 E. State Street - Nathan Winick	3/21/2024	\$6,433.00

TOTAL PLEDGED	\$54,563.00
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Architectural Renderings Pledged for the 2023/2024 FY Budget

TOTAL PLEDGED FOR ARCHITECTURAL	\$0.00
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Total Approved 2023/2024 Budget	\$50,000.00
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Total Approved and Disbursed 2023/2024 Projects	\$56,663.00
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Available	(\$6,663.00)
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BEIG LOAN TOTAL BUDGET **\$100,000.00**

109 and 111 E. State Street - Barlow Florist #1 **\$538.38**
109 and 111 E. State Street - Barlow Florist #2 **\$4,374.85**
125 S. Jefferson Street - Jacinto (Currently \$595.25 past due on account) **\$5,714.20**

Total BEIG Loans Outstanding as of April 1, 2024 **\$10,627.43**

BEIG Loans Committed and Not Funded

TOTAL **\$0.00**

Total Approved 2023/2024 Budget **\$100,000.00**
Total Outstanding and Approved Projects 2023/2024 Budget **\$10,627.43**
Available for Loan Commitments **\$89,372.57**

Name

Outfront-MI_Grand Rapids_City of Hastings_07-03-23_06-30-24_Ad Group 2_3652661_Proximity - Cross Device
Outfront-MI_Grand Rapids_City of Hastings_07-03-23_06-30-24_Ad Group 1_3652661_Proximity

Start	End	Impressions	Clicks	CTR
7/3/2023	6/30/2024	114,243	376	0.33%
7/3/2023	6/30/2024	1,056,672	4,091	0.39%
		1,170,915	4,467	0.38%

Hastings

Shop, Dine, Explore.

