

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

July 16, 2026, Meeting - Communication

To: DDA Members and Staff

From: Dan King

Date: July 16, 2026

Subject: Information Regarding July 16, 2026, Meeting of DDA

The next meeting of the Hastings DDA is scheduled for **8:00 a.m.** on **Thursday July 16th** in the Council Chambers, second floor of City Hall.

5. Financial Statement and Budget Review

Budget data has been updated through June 30, 2026.

6. Façade and BEIG Update

The façade grant and BEIG spreadsheets have been updated through June 30, 2026.

8. Old Business:

Discussion regarding the scope of work for the Church and Jefferson streetscape will continue.

The strategic plan identified six SMART goals (Specific, Measurable, Achievable, Relevant, and Time-Bound). It was suggested at the June meeting that either the board, or a committee of the board begin the process of working on goal achievement no later than August.

9. New Business

The Marketing Committee has requested agenda items for the full board to consider.

- Website design and maintenance. Allison DeVries has submitted a proposal to design and develop a new website for the DDA. The proposal has been included in the packet.
- Discussion of additional holiday decoration purchases.
- Billboard content discussion for both the static and digital board including the mobile application.

The committee would also like to discuss maintenance issues that have been identified.

- Tree stump in Parking Lot 3.
- Additional poles identified for painting.
- Parking Lot 8 fence repair.
- Riverwalk wayfinding sign replacement.

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA

Meeting Thursday, July 16, 2026

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 – Approve Minutes from the June 18, 2026, DDA Meeting
5. Receive Financial Statements & Budget Review
6. Façade and BEIG Update
7. Open Public Discussion and Comments
8. Old Business
 - A. Church/Jefferson Streetscape Plan
 - B. Strategic Plan SMART Goals Implementation
9. New Business
 - A. Marketing
 1. Website Design and Maintenance
 2. Christmas Decoration Order
 3. Billboard – Static and Digital Content
 - B. Maintenance
 1. Tree Stump Lot 3
 2. Additional Light Pole Painting
 3. Lot 8 Fence Repair
 4. Riverwalk Wayfinding Sign Map
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

City of Hastings
Downtown Development Authority

DRAFT Meeting Minutes

June 18, 2026

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:01 a.m. by Woods.

Roll Call –

Present: Albrecht, Baker, Button, Hatfield, Peterson, Tossava, Wiswell, Woods

Absent: Schantz

City Staff and Appointees: Jaquays, Moyer-Cale, King, Ponsetto

Others Present: Patterson, student representative; Lyke and Shults, BCCEDA; Hinton, Mill Street Market; Mitch Foster, Double Haul Solutions (via Zoom)

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Woods added the following items to the agenda: Website Discussion as item C. under Old Business; Billboard Discussion as item D. under Old Business; Presentation by BCCEDA about DDA Board Training session offered by the Michigan Downtown Association as item C. Under New Business; and Request for Mill Street Repair Funding by Hinton as item D. Under New Business.

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

All ayes motion carried.

4. Approval of Minutes –

Motion by Wiswell, second by Hatfield, to approve the minutes as presented.

All ayes motion carried.

5. Financial Statements & Budget for Review –

King said the financial statement and budget information had been updated through May 31, 2026.

6. Façade and BEIG Update-

King said the Façade grant and BEIG information had been updated through May 31, 2026.

7. Open Public Comment and Discussion – None

8. Old Business-

A. Double Haul Solutions Presentation of Strategic Plan—

Motion by Hatfield, second by Tossava, to adopt Resolution No. DDA 2026-01, approving the 2026-2031 Strategic Plan

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

Nays:

Absent: Schantz

All ayes motion carried.

B. Continued Discussion of Church/Jefferson Streetscape Plan—

Board discussed extending the streetscape from Center to Apple Street on both Jefferson and Church Streets. Staff directed to get proposal from MCSA to be presented to board for further discussion of details and scope.

C. DDA Website Discussion—

Board discussed DDA website options and requested proposal prepared by former staff member to be considered by the DDA Marketing Committee.

D. Billboard Discussion—

Board discussed billboards and who will oversee content and communication with the billboard company.

9. New Business

A. Conduct First 2026 PA 57 of 2018 Informational Meeting—

Presented information about DDA activities during the 2025-2026 fiscal year.

B. Review and Consider Funding of Handrails at Thornapple Plaza--

Motion by Hatfield, second by Tossava, to approve the expenditure of \$14,843.45 for the installation of handrails on the steps at the Thornapple Plaza.

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

Nays:

Absent: Schantz

All ayes motion carried.

C. BCCEDA Presentation about DDA Training Session—

Motion by Hatfield, second by Peterson, to approve the expenditure of \$900 for a DDA training session presented by the Michigan Downtown Association.

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

Nays:

Absent: Schantz

All ayes motion carried.

E. Mill Street Repair Funding Request from Mill Street Market—

Heard a request and discussed a funding request from Hinton for repairs to E. Mill Street.

10. DDA Member Comment –

King asked the DDA to consider approving City staff soliciting bids for a Downtown Parking Study. It was approved by consensus.

The board also approved by consensus a request presented by King on behalf of the ELKS to purchase United States 250th Anniversary flags to be purchased and installed in the downtown business district until Labor Day, providing staff deemed the flags to be appropriate.

Hatfield asked about the duties of the part-time worker hired to keep the downtown business district sidewalks and assets clean and free of debris, and if he had or needed access to equipment such as a leaf blower.

Woods said that the DDA's BCCEDA Level Up Campaign contribution is up for renewal next month and introduced discussion about continuing to search for solutions to provide shade at the Spray Plaza.

Albrecht said that she had been told that heated sidewalks are easy and relatively inexpensive to install using small boilers installed in the basement of nearby buildings.

11. Open Public Comment and Discussion – None

12. Adjournment

Motion by Hatfield, second by Baker, to adjourn.

All ayes motion carried

Meeting adjourned at 9:31 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

DDA Budget 2025/2026 June 30, 2026 Update (thru 06.30.2026)					
Account Number	Title	Budget	Year to Date	Projected	Budget 2026/2027
248.100.404.000	Tax Capture	\$ 760,000	\$ 904,583	\$ 904,583	\$ 900,000
248.100.573.000	LCSA Appropriation	\$ 50,000	\$ 44,658	\$ 44,658	\$ 45,000
248.100.642.000	Sculpture Sales	\$ 5,000		\$ -	\$ -
248.100.569.000	SBTE TIF Loss		\$ 3,707	\$ 3,707	
248.100.648.000	Application Fees	\$ 500	\$ 500	\$ 500	\$ 500
248.100.654.000	Electrical Vehicle Station	\$ 300	\$ 1,428	\$ 1,428	\$ 600
248.100.665.000	Interest Earned	\$ 20,000	\$ 13,594	\$ 13,594	\$ 20,000
248.100.672.000	Other Revenue MEDC- Strat. Plan		\$ 258,970	\$ 258,970	
248.100.674.000	Private Contributions or Donations		\$ -	\$ -	
248.100.675.000	Sponsorships	\$ 500	\$ 50	\$ 50	\$ 250
Total Revenue		\$836,300	\$ 1,227,490	\$ 1,227,490	\$ 966,350
248.728.756.000	Repair and Maintenance Supplies		\$ -		
248.728.766.000	Disposable Technology		\$ 146	\$ 146	
248.728.772.000	Promotion Supplies				\$ -
248.728.801.000	Annual Streetscape Bonding Fee	\$ 500	\$ 500	\$ 500	\$ 500
248.728.803.000	Administrative Services	\$ 35,000	\$ 35,000	\$ 35,000	
248.728.807.000	Planning Services (Strategic Plan)	\$ 5,000	\$ 28,960	\$ 28,960	\$ -
248.728.816.000	Security Services-Splash Pad	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167
248.728.824.000	MSI-lease, install, repair sculptures	\$ 22,200	\$ 17,450	\$ 17,450	\$ 22,200
248.728.830.000	Other Contracted Services	\$ 67,000	\$ 33,238	\$ 33,238	\$ 67,000
248.728.861.000	Transportation (Milage)				
248.728.872.000	Parking SAD	\$ 15,962	\$ 15,962	\$ 15,962	\$ 15,962
248.728.879.000	Website	\$ 1,000	\$ 965	\$ 965	\$ 1,000
248.728.882.000	Advertising - Social Media	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000
248.728.883.000	Advertising - Print	\$ 5,000			\$ 6,000
	Michigan Trails Magazine	\$ 812	\$ 812	\$ 812	
	Hastings Reminder - Holiday	\$ 2,000	\$ 3,332	\$ 3,332	
	Battle Creek Shopper - Holiday	\$ 750			
	Lowell's Buyers Guide - Holiday	\$ 130			
	J-Ad Summer Fun Guide	\$ 475			
	J-Ad Streetscape Construction				
248.728.884.000	Billboards	\$ 9,000	\$ 11,635	\$ 11,635	\$ 9,000
248.728.885.000	Advertising-Radio	\$ 2,000	\$ 1,800	\$ 1,800	\$ 2,500
248.728.886.000	Videography	\$ 4,000	\$ 2,100	\$ 2,100	\$ 4,000
248.728.887.000	Speakers/Performers	\$ 1,000			\$ 500
248.728.891.000	Licenses and Fees	\$ 250			\$ 200
248.728.900.000	Printing and Publishing	\$ 5,000			\$ 5,000
	J-Ad - Hastings Live	\$ 700	\$ 1,799	\$ 1,799	
	J-Ad (Event Schedules)	\$ 300			
	J-Ad (Downtown Booklets)		\$ 566	\$ 566	
	J-Ad (Farmers Market Brochures)	\$ 1,300		\$ -	
	Progressive Graphics Mag. Calendar	\$ 850	\$ 372	\$ 372	
	Progressive Graphics Rack Cards	\$ 500			
	J-Ad (Downtown Parking Brochures)	\$ 250			
	Hastings Live Booklets				
	Progressive Graphics (Name Badges)				
	J-Ad - Hastings Live Rack Cards				
	J-Ad - Sculpture Tour Booklets		\$ 2,196	\$ 2,196	
	RFP and Misc. Printed Notices		\$ 128	\$ 128	

Account Number	Title	Budget	Year to Date	Projected	Budget 2026/2027
248.728.906.000	Promotions/Marketing (Holiday Decs)	\$ 50,000	\$ 9,216	\$ 9,216	\$ 50,000
248.728.907.000	Sponsorship and Donations	\$ 17,000			\$ 19,925
	Chamber of Commerce	\$ 2,000	\$ 5,000	\$ 5,000	
	Summerfest	\$ 1,000			
	Jingle and Mingle	\$ 2,900	\$ 5,500	\$ 5,500	
	Ball Drop	\$ 2,000	\$ 2,000	\$ 2,000	
	Farmer's Market	\$ 1,500	\$ 1,500	\$ 1,500	
	TAC Hastings Live Support	\$ 5,925	\$ 5,925	\$ 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			
248.728.918.590	Sewer	\$ 10,000	\$ 7,549	\$ 7,549	\$ 11,000
248.728.918.591	Water		\$ 3,738	\$ 3,738	\$ 7,500
248.728.920.000	Electric	\$ 2,500	\$ 560	\$ 560	\$ 600
248.728.921.000	Gas	\$ 700	\$ 420	\$ 420	\$ 373
248.728.929.000	Gd. Repair/Maint. Winter Pot Décor.	\$ 37,550	\$ 37,346	\$ 37,346	\$ 37,000
248.728.929.010	Snow Plowing and Removal	\$ 5,000	\$ 1,901	\$ 1,901	\$ 20,000
248.728.930.000	Repair and Maintenance (Pole Paint)	\$ 1,000	\$ 143	\$ 143	\$ 46,000
248.728.940.000	Equipment Fund Rental		\$ 1,884	\$ 1,884	\$ 3,000
248.728.946.000	Engineering Services				
248.728.974.000	Land Improvements (Depreciable)	\$ 20,000			\$ 35,000
	MC Smith Streetscape Design		\$ 354	\$ 354	
	Parking Lot 1 Pedestrian Island				
	Signage				
	Kendall Electric		\$ 158	\$ 158	
	Downtown Street Short Pole Globes				
	Street Light Painting				
	Consort Banner Flags				
	Katerberg - Landscaping		\$ 8,000	\$ 8,000	
248-728-980-010	Street Furniture				
248.728.974.010	Land Improvements (Non-Dep)	\$ 8,000			\$ 1,300
	Sculpture Bases				
	Consort		\$ 468	\$ 468	
	Light Pole Repair		\$ 240	\$ 240	
	Street Tree Replacement - Jefferson St		\$ 4,300	\$ 4,300	
	Wayfinding Signs		\$ 6,340	\$ 6,340	
248.728.978.010	Technology - Non Depreciable				
248.728.991.000	Façade Improvement Grants	\$ 50,000	\$ 45,989	\$ 45,989	\$ 50,000
248.728.992.000	Interest on Streetscape Debt	\$ 103,700	\$ 103,700	\$ 103,700	\$ 99,800
248.728.993.000	Principal on Streetscape Debt	\$ 95,000	\$ 95,000	\$ 95,000	\$ 100,000
Total Expenditures		\$ 588,529	\$ 518,643	\$ 518,643	\$ 631,227

[illegible]

Façade Improvement Grant 2025/2026 Budget**\$50,000.00****July 6, 2026*****Paid FY 2025/26 To Date (06/30)***

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
128 S. Jefferson - Zach Santmier - Trumble Agency	9/19/2024	\$1,000.00
128 W. Mill - Troy Dalman - Ayers Insurance Agency	6/19/2025	\$4,989.20
111 W. State St. - Carole Barlow - Barlow Florist	6/19/2025	\$10,000.00
118 S. Jefferson St. - Emily Jasperse - The General Store	9/18/2025	\$10,000.00

TOTAL DISBURSED

\$45,989.20***Façade Grants Pledged for the 2025/2026 FY Budget***

144 E. State - Kevin Anderson	3/19/2026	\$10,000.00
148 E. State - Kevin Anderson	4/16/2026	\$6,350.00
139 E. Court - Tomy Cordova and Stephanie Fekkes	5/21/2026	\$10,000.00

TOTAL PLEDGED

\$26,350.00***Architectural Renderings Pledged for the 2025/2026 FY Budget***

144 E. State - Kevin Anderson		\$1,000.00
148 E State - Kevin Anderson		\$1,000.00
139 E. Court - Tomy Cordova and Stephanie Fekkes	5/21/2026	\$1,000.00

TOTAL PLEDGED FOR ARCHITECTURAL

\$3,000.00**Total Approved 2025/2026 Budget****\$50,000.00****Total Approved and Disbursed 2025/2026 Projects****\$75,339.20**

Available

(\$25,339.20)

BEIG LOAN TOTAL BUDGET	\$100,000.00
-------------------------------	---------------------

109 and 111 W. State Street - Barlow Florist #2	\$1,874.73
125 S. Jefferson Street - Jacinto Currently 6 payments past due \$714.30	\$2,499.85
111 W. State Street - Carole Barlow - Barlow Florist #3	\$9,166.65

<i>Total BEIG Loans Outstanding as of June 30, 2026</i>	\$13,541.23
--	--------------------

BEIG Loans Committed and Not Funded

TOTAL	\$0.00
-------	--------

Total Approved 2025/2026 Budget	\$100,000.00
--	---------------------

Total Outstanding and Approved Projects 2025/2026 Budget	\$13,541.23
---	--------------------

Available for Loan Commitments	\$86,458.77
--------------------------------	-------------

WEBSITE DESIGN & ACCESSIBILITY PROPOSAL

Downtown Development Authority Website (WCAG 2.2 Focused)

Prepared by: Allison DeVries

Date: 4/28/26

1. Project Overview

The purpose of this project is to design and develop a new Downtown Development Authority (DDA) website that is:

- Easy for the public to navigate and understand
- Accessible to all users, including those with disabilities
- Structured to align with **WCAG 2.2 AA accessibility standards**
- Simple for internal staff to update and maintain

The website will be built using Squarespace to ensure long-term ease of use and sustainability.

2. Scope of Work

A. Site Structure & Planning

- Define overall site architecture and navigation
 - Organize key content areas (Events, News, Documents, Board, etc.)
 - Create standardized page templates for consistency and accessibility
-

B. Design & Development

- Build responsive website (mobile + desktop optimized)
- Create core pages including:
 - Home
 - About the DDA
 - Board / Leadership

- Events
 - News / Announcements
 - Documents (Agendas, Minutes, Reports)
 - Contact
 - Online Literature library for business owners/online ordering
 - Ensure clear layout, readable typography, and intuitive navigation
-

C. Accessibility Implementation (WCAG 2.2 AA)

- Apply proper heading structure across all pages
 - Ensure sufficient color contrast and readability
 - Add alternative text for all images
 - Ensure keyboard navigability throughout the site
 - Implement visible focus states for interactive elements
 - Use descriptive link text and accessible navigation patterns
 - Review forms for proper labeling and usability
-

D. Content & Document Organization

- Upload and organize DDA documents (agendas, minutes, reports)
 - Structure document sections for ease of access
 - Provide guidance on maintaining accessible documents (PDF best practices)
-

E. Testing & Quality Assurance

- Perform accessibility checks using tools such as WAVE and Axe
- Conduct manual testing including:
 - Keyboard navigation
 - Mobile responsiveness

- Zoom and readability checks
 - Address identified issues prior to launch
-

F. Ongoing Management

The website will be managed internally by Allison following launch to ensure:

- Content remains current and accurate
- New pages, events, and documents follow established accessibility standards
- Ongoing alignment with **WCAG 2.2 AA best practices**
- Consistent structure and usability across the site

This approach eliminates the need for external training or handoff and ensures long-term continuity in both content management and accessibility compliance. Also, no monthly retainer fees are required.

3. Timeline

Estimated project timeline: **6 – 8 weeks**, depending on content availability, feedback cycles, and internal priorities.

The project will be completed in the following general phases:

- **Planning & Structure**
Site architecture, navigation, and page templates
- **Design & Development**
Page creation, layout, and content integration
- **Accessibility Review & Refinement**
WCAG 2.2 best practices implementation and adjustments
- **Testing & Launch Preparation**
Final review, usability testing, and site launch

This timeline is intended to remain flexible to accommodate:

- Staff availability
- Content collection (documents, images, etc.)

- Other city priorities that may arise
-

4. Investment

Total Project Cost: \$7,500

This project is being completed in-house. Comparable external agency costs for similar municipal websites with accessibility considerations typically range from **\$10,000–\$25,000+**.

This pricing reflects:

- Reduced external vendor costs
 - Existing familiarity with city operations and content
 - Efficient project execution
-

5. Assumptions

- Existing documents may require updates to meet accessibility standards
 - Third-party integrations (if any) may require additional review for accessibility compliance
-

6. Approval

By approving this proposal, the DDA authorizes the project to proceed as outlined above.











