

## **HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY**

***August 21, 2025, Meeting - Communication***

**To:** DDA Members and Staff

**From:** Dan King

**Date:** August 15, 2025

**Subject:** Information Regarding August 21, 2025, Meeting of DDA

The next meeting of the Hastings DDA is scheduled for **8:00 a.m.** on **Thursday August 21st** in the Council Chambers, second floor of City Hall.

### 5. Financial Statement and Budget Review

Budget data has been updated through July 31, 2025.

### 6. Façade and BEIG Update

The façade grant spreadsheet has been updated through July 31, 2025.

### 8. Old Business: None

### 9. New Business

Staff from Double Haul Solutions will be in attendance to kick off the strategic planning process. As mentioned at the July 17<sup>th</sup> meeting, this presentation could last up to two hours.

Staff has processed façade grant reimbursement for Razors Edge and Troy Dalman.

# **HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA**

**Meeting Thursday August 21, 2025**

## **MEETING AT CITY HALL**

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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 July 17, 2025, Regular Meeting
5. Receive Financial Statements & Budget Review
6. Façade Update
7. Open Public Discussion and Comments
8. Old Business: None
9. New Business
  - A. Strategic Plan Presentation by Double Haul Solutions
  - B. Façade Grant Reimbursement for Razors Edge 112 E. Court
  - C. Façade Grant Reimbursement for Troy Dalman 128 W. Mill
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

**City of Hastings**  
**Downtown Development Authority**

**DRAFT Meeting Minutes**

**July 17, 2025**

**1. Meeting Call to Order and Roll Call—**

The meeting was called to order at 8:03 a.m. by Woods

**Roll Call –**

Present: Baker, Button, Hatfield, Peterson. Schantz, Tossava, Wiswell (in at 8:08); Woods

Absent: Albrecht

City Staff and Appointees: King, Hoke, Ponsetto, Resseguie

Others Present: Patterson

**2. Pledge to the Flag**

**3. Approval/Additions/Deletions to Agenda –**

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

All ayes motion carried.

**4. Approval of Minutes -**

Motion by Baker, second by Hatfield, to approve June 19, 2025, minutes as presented.

All ayes motion carried.

**5. Financial Statements & Budget for Review –**

King said the budget data had been updated through June 30, 2025, and the bulk of the financial data represents the end of the fiscal year. Some invoices that arrive in July will require to be accounted for in the fiscal year that ended June 30, 2025.

**6. Façade and BEIG Update-**

King said the BEIG and Façade grant data had been updated through June 30, 2025, and included BEIG loan for Barlow's and Façade grant reimbursement for the Riverwalk Café.

## **7. Open Public Comment and Discussion – None**

## **8. Old Business-**

### **A. Videography Discussion-**

**The board discussed the services, fees and availability of three local videographers.**

Motion by Button, second by Schantz to approve the expenditure of up to \$4,000.00 to retain the services of Welton Media to provide video of the DDA district, events and more for the DDA website.

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

Nays:

Absent: Albrecht

All ayes motion carried.

### **B. BEIG Loan Policy and Standards Discussion**

The discussion was tabled.

### **C. Strategic Plan Update**

King told the board that the staff and DDA representatives had an initial meeting with Dual Haul regarding the DDA strategic plan. Staff from Dual Haul will give a presentation at the August 21, 2025, DDA meeting.

## **9. New Business**

### **A. Façade Grant Reimbursement for Andrew Ortwein at 135 E. State St.**

King said the work on Ortwein's building had been completed and a reimbursement check was issued.

### **B. Streetscape Maintenance**

The board discussed the need to repaint street light poles, weed control, and the replacement of a tree on S. Jefferson Street. Staff was directed to talk to DPS street superintendent about those issues.

### **C. Chargepoint Five-Year Cloud Plan Maintenance Agreement Renewal (Electrical Vehicle Charging Station)**

Motion by Tossava, second by Baker, to approve the expenditure of \$5,800.00 for a five-year cloud plan and maintenance agreement with Chargepoint.

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

Nays:

Absent: Albrecht

All ayes motion carried.

#### **10. DDA Member Comment –**

Woods opened discussion about the Barry County Chamber of Commerce and Economic Development Alliance's request for support through its Level Up program.

Motion by Wiswell, second by Hatfield, to approve the expenditure of \$5,000.00 per year for three years to support the BCCCEDA Level Up program

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

Nays:

Absent: Albrecht

All ayes motion carried.

Woods also suggested that staff contact building owners to tidy up vacant buildings (clean windows and cover them with paper. Remove leaves and debris from the entrance area) and congratulated Wiswell on his business' 80<sup>th</sup> anniversary.

Patterson talked about doing a segment about the DDA and Planning Commission on the Hastings High School TVP.

Wiswell said the latest block party in downtown Hastings was a great success and suggested that the DDA may want to provide financial support in the future.

#### **11. Open Public Comment and Discussion – None**

#### **12. Adjournment**

Motion by Tossava, second by Hatfield, to adjourn.

All ayes motion carried.

Meeting adjourned at 9:22 a.m.

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Patty Woods, Chair

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Deb Button, Secretary

DDA Budget 2025/2026 August 14, 2025 Update (thru 07.31.2025)					
Account Number	Title	Budget	Year to Date	Projected	Budget 2025/2026
248.100.404.000	Tax Capture	\$ 760,000	\$ -	\$ 760,000	\$ 760,000
248.100.573.000	LCSA Appropriation	\$ 50,000		\$ 50,000	\$ 50,000
248.100.642.000	Sculpture Sales	\$ 5,000		\$ -	\$ 5,000
248.100.642.010	Advertising Sales				
248.100.648.000	Application Fees	\$ 500			\$ 500
248.100.654.000	Electrical Vehicle Station	\$ 300		\$ 300	\$ 300
248.100.665.000	Interest Earned	\$ 20,000		\$ 20,000	\$ 20,000
248.100.672.000	Other Revenue (RAP Grant Proceeds)				
248.100.674.000	Private Contributions or Donations		\$ -	\$ -	
248.100.675.000	Sponsorships	\$ 500		\$ -	\$ 500
<b>Total Revenue</b>		<b>\$836,300</b>	<b>\$ -</b>	<b>\$ 830,300</b>	<b>\$ 836,300</b>
248.728.756.000	Repair and Maintenance Supplies				
248.728.766.000	Disposable Technology				
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		\$ 7,250	\$ 5,000
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		\$ 22,200	\$ 22,200
248.728.830.000	Other Contracted Services	\$ 67,000		\$ 67,000	\$ 67,000
248.728.861.000	Transportation (Milage)				
248.728.872.000	Parking SAD	\$ 15,962		\$ 15,962	\$ 15,962
248.728.879.000	Website	\$ 1,000			\$ 1,000
248.728.882.000	Advertising - Social Media	\$ 13,000	\$ 2,000	\$ 13,000	\$ 13,000
248.728.883.000	Advertising - Print	\$ 5,000			\$ 5,000
	Michigan Trails Magazine	\$ 812			
	Hastings Reminder - Holiday	\$ 2,000			
	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	\$ 1,790	\$ 9,000	\$ 9,000
248.728.885.000	Advertising-Radio	\$ 2,000			\$ 2,000
248.728.886.000	Videography	\$ 4,000		\$ 4,000	\$ 4,000
248.728.887.000	Speakers/Performers	\$ 1,000			\$ 1,000
248.728.891.000	Licenses and Fees	\$ 250		\$ 250	\$ 250
248.728.900.000	Printing and Publishing	\$ 5,000			\$ 5,000
	J-Ad - Hastings Live	\$ 700			
	J-Ad (Event Schedules)	\$ 300			
	J-Ad (Roubaix Booklets)				
	J-Ad (Farmers Market Brochures)	\$ 1,300		\$ -	
	Progressive Graphics Mag. Calendar	\$ 850			
	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				

Account Number	Title	Budget	Year to Date	Projected	Budget 2025/2026
248.728.906.000	Promotions/Marketing (Holiday Decs)	\$ 50,000		\$ 50,000	\$ 50,000
248.728.907.000	Sponsorship and Donations	\$ 17,000			\$ 17,000
	Chamber of Commerce	\$ 2,000		\$ 5,000	
	Summerfest	\$ 1,000			
	Jingle and Mingle	\$ 2,900			
	Ball Drop	\$ 2,000			
	Farmer's Market	\$ 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			
	MI Festivals and Events	\$ 250			
248.728.918.000	Water/Sewer	\$ 10,000	\$ 844	\$ 10,000	\$ 10,000
248.728.920.000	Electric	\$ 2,500	\$ 51	\$ 2,500	\$ 2,500
248.728.921.000	Gas	\$ 700	\$ 23	\$ 700	\$ 700
248.728.929.000	Gd. Repair/Maint. Winter Pot Décor.	\$ 37,550			\$ 37,550
248.728.929.010	Snow Plowing and Removal	\$ 5,000			\$ 5,000
248.728.930.000	Repair and Maintenance	\$ 1,000			\$ 1,000
248.728.940.000	Equipment Fund Rental		\$ 24		
248.728.946.000	Engineering Services				
248.728.974.000	Land Improvements (Depreciable)	\$ 20,000			\$ 20,000
	MC Smith Streetscape Design				
	Streetscape Project				
	Signage				
	Kendall Electric				
	Downtown Street Short Pole Globes				
	Street Light Painting				
	Consort Banner Flags				
	Water/Sewer Improvement/Scape				
248-728-980-010	Street Furniture				
248.728.974.010	Land Improvements (Non-Dep)	\$ 8,000			\$ 8,000
	Sculpture Bases				
	Consort				
	Sculpture Purchase				
	Spray Plaza Maintenance				
	Social District Signage				
248.728.978.010	Technology - Non Depreciable				
248.728.991.000	Façade Improvement Grants	\$ 50,000			\$ 50,000
248.728.992.000	Interest on Streetscape Debt	\$ 103,700		\$ 103,700	\$ 103,700
248.728.993.000	Principal on Streetscape Debt	\$ 95,000		\$ 95,000	\$ 95,000
<b>Total Expenditures</b>		<b>\$ 589,229</b>	<b>\$ 6,399</b>	<b>\$ 442,229</b>	<b>\$ 589,229</b>

[illegible]



**Façade Improvement Grant 2025/2026 Budget****\$50,000.00****August 15, 2025*****Paid FY 2025/26 To Date (07/31)*****TOTAL DISBURSED \$0.00*****Façade Grants Pledged for the 2025/2026 FY Budget***

112 E. Court Street - Donna and Dave Kensington - Razor's Edge	2/16/2023	<b>\$10,000.00</b>
128 S. Jefferson - Zach Santmier - Trumble Agency	9/19/2024	<b>\$10,000.00</b>
135 E. State Street - Ortwein International	10/29/2024	<b>\$4,252.50</b>
150 E. State Street - Nathan Winick	8/6/2024	<b>\$6,433.00</b>
329 N. Broadway - Jackie Elliot - Frozen Spoons	3/20/2025	<b>\$1,785.94</b>
128 W. Mill - Troy Dalman - Ayers Insurance Agency	6/19/2025	<b>\$4,989.20</b>
111 W. State St. - Carole Barlow - Barlow Florist	6/19/2025	<b>\$10,000.00</b>

**TOTAL PLEDGED \$47,460.64*****Architectural Renderings Pledged for the 2025/2026 FY Budget***

128 S. Jefferson - Zach Santmier - Trumble Agency	9/19/2024	<b>\$1,000.00</b>
111 W. State St. - Carole Barlow - Barlow Florist	6/19/2025	<b>\$1,000.00</b>

**TOTAL PLEDGED FOR ARCHITECTURAL \$2,000.00****Total Approved 2025/2026 Budget \$50,000.00****Total Approved and Disbursed 2025/2026 Projects \$49,460.64****Available \$539.36**

## Hastings DDA Strategic Plan Kickoff Meeting Minutes

**Date:** July 14, 2025

**Time:** 1:30 PM

**Location:** Virtual

### Discussion Items:

#### **1. Welcome and Introductions**

- Mitch Foster (Economic Vitality & Small Community Specialist) and Torri Mathis (Communications & Engagement Strategist) introduced themselves as the facilitators from Double Haul Solutions.
- They emphasized the collaborative nature of the process and reiterated that the plan will be developed with—not for—the DDA board, staff, and community.
- Participants included DDA Board Members, City Staff including Dan (Staff Lead), Patty (DDA Chair), Deb, Steve, Sarah (City Manager), and Sandy (Admin Specialist).

#### **2. Purpose of the Strategic Plan**

- Plan to serve as a 5–10-year vision with realistic and actionable goals.
- Aims to help prioritize projects, prevent mission creep, and clarify responsibilities for both city staff and the DDA board.
- Highlighted need to clarify ownership and maintenance of capital projects to avoid future disputes.
- City Manager Sarah stressed the importance of aligning city staff and board expectations.

#### **3. Ground Rules and Expectations**

- The DDA board is a working board with limited capacity due to board members' other jobs and responsibilities.
- Dan will serve as the main point of contact with Patty cc'd on board-related communications.
- Commitment to open, respectful communication and setting meeting ground rules to avoid personal offense.
- Concerns about backchannel conversations were raised, emphasizing the need for intentional transparency moving forward.

#### **4. Understanding Internal + External Relationships**

- Historically positive relationships between DDA and City; some tension due to city-led projects like bridge maintenance.
- Need for clear and honest communication lines to ensure accountability and cohesion.
- Emphasis on collaboration and mutual understanding between city council and the DDA board.



## **5. Public + Board Engagement Planning**

- Identified stakeholder groups: downtown businesses, residents, youth councils, Chamber of Commerce, Brownfield Authority, large businesses, cultural organizations, and funders like Barrett Community Foundation.
- Noted awareness gap among business district members about their inclusion in the DDA.
- Discussion of using Friday concerts, Summerfest, and Thursdays at Noon as key outreach opportunities.
- Strong support for a Train-the-Trainer model to ensure uniform and consistent messaging by board members.

## **6. Education and Messaging Overview**

- Need for consistent messaging and public narrative around DDA's mission, roles, and impact.
- Group noted common misconceptions about the DDA's authority and funding.
- Mitch and Torri to develop educational materials including FAQs, talking points, and overview documents.
- Importance of tone and transparency in messaging was emphasized to avoid resurfacing past negativity.

## **7. Next Steps and Action Items**

- Next full DDA board session planned for August 21 at 8:00 AM.
- Pre-kickoff meetings with key stakeholders to be arranged beforehand.
- Engagement efforts and survey collection will take place in months 2–3 of the planning process.
- Flexible meeting formats, including 1:1 sessions, will be used to maximize participation.

## **Action Items by Role**

### **Mitch:**

- Facilitate and summarize feedback from the strategic planning process.
- Assist with the development of messaging materials for public engagement.
- Work with Torri to prepare preliminary materials for the kickoff meeting.
- Coordinate with Patty and Deb to keep the board engaged and energized.

### **Torri:**

- Prepare and distribute meeting notes and action items.
- Develop engagement and communications plan including messaging, outreach tactics, and training.
- Coordinate logistics and formats for the public engagement sessions.
- Support Mitch in facilitating the process and communicating expectations.

### **Dan:**

- Serve as the primary city contact for strategic planning.
- Distribute informational materials and help coordinate scheduling for meetings.
- Provide existing agreements, policies, or bylaws to DHS.
- Facilitate communications between city, DDA board, and external stakeholders.

### **Steve:**



- Coordinate with the Hastings Downtown Business Connection.
- Assist in promoting public engagement at local events, where appropriate.
- Represent arts and events perspectives at meetings.

**Patty:**

- Co-lead board communication and support decision-making.
- Motivate and prepare board members for participation.
- Engage with business groups such as the Hastings Downtown Business Connection.

**Deb:**

- Support board communication and help manage expectations around board participation.
- Work with Patty to coordinate board motivation and responsibilities.



## Hastings DDA Strategic Plan Kickoff Meeting Agenda

**Date:** August 21<sup>st</sup>, 2025

**Time:** 8:00am

**Location:** City Hall, 201 E. State Street Hastings, MI 49058

### Discussion Items:

#### **1. Welcome and Introductions (10 minutes)**

- Quick round of introductions
- Overview of DHS's role in supporting the process
- Set the tone for collaboration and transparency

#### **2. Purpose of the Strategic Plan (10 minutes)**

- What this plan is (and is not)
- How the final product should be used by the board, staff, and city council
- Confirm shared intent for outcomes and deliverables

#### **3. Ground Rules and Expectations (5 minutes)**

- Preferred methods of communication and collaboration
- Meeting norms:
  - Do Not Take Offense
  - Assume Good Intentions
  - Learn From Past, Look Forward

#### **4. What does 2035 Feel Like in Downtown Hastings? (30 minutes)**

- Close your eyes.
- How does it feel to be a pedestrian, bicyclist, or automobile driver in Downtown?
- What does the infrastructure feel like?
- When you go Downtown, how do you feel? (events, fun activities, food, etc.)

#### **5. Why do people come to Downtown Hastings now? In 2035 (20 minutes)**

- Types of Businesses
- Parking
- Recreation
- Events
- Businesses

#### **6. Public Engagement and Education Discussion (10 minutes)**

- How do you want us to engage the community?
- Who will be the champions for this?
- Identify number of desired engagements and type.
- Let's get everyone on the same page as to what a DDA is.
- DDA Board Homework!

#### **7. Next Steps and Action Items (10 minutes)**

- Confirm scheduling of board and public sessions
- Assign immediate action items (e.g., interview scheduling, review of existing materials)
- Q&A and wrap-up



## Façade Improvement Grant Reimbursement Request Synopsis

**Date:** July 23, 2025

**Business:** WJN LLC dba Razor's Edge

**Property Owner:** Donna M. Kennsington

**Address:** 112 E. Court St.

### Conclusion:

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

The applicant is requesting reimbursement in the amount of \$11,000.00 the amount approved by the DDA on February 16, 2023.



  
X\_\_\_\_\_

Staff Approval by: Dan King, Community Development Director  
June 30, 2025



## Façade Improvement Grant Reimbursement Request Synopsis

**Date:** August 12, 2025

**Business:** Farmers Insurance

**Property Owner:** Troy Dalman

**Address:** 128 W. Mill St.

### 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 \$4,989.20, the amount approved by the DDA on June 19, 2025.





*Dan King*

X\_\_\_\_\_

Staff Approval by: Dan King, Community Development Director

Date: July 12, 2025



Hamp Painting  
1130 Ogimas  
Hastings, Mi 49058  
(269) 998-8081

8/11/2025

I received \$5,800.00 from Troy Dalman for painting the exterior of his office building at  
128 W. Mill St., Hastings Michigan.

*Leo C. Hamp*  
Leo Hamp  
*8/11/25*

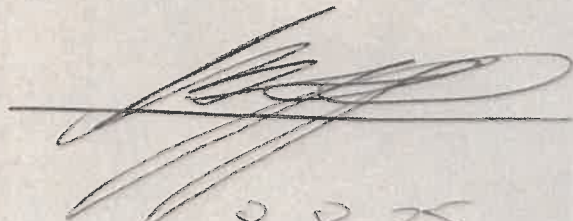
Tripp stone co  
3430 E Dowling rd  
Hastings MI 49058

Foundation repair 128 mill st

4,178.20

paid in full

Skylar Tripp

  
8-8-25