

**HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY**  
*September 21, 2023 Meeting - Communication*

**To:** DDA Members and Staff

**From:** Dan King

**Date:** September 14, 2023

**Subject:** Information Regarding September 21, 2023 Meeting of DDA

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

5. Financial Statement and Budget Review

Budget data has been updated through August 31, 2023. Fiscal year 2022/2023 is in the process of being closed-out. Historically there is little financial activity in the month of July and August due to close-out activities in the Clerk/Finance Department.

6. Façade and BEIG Update

The façade grant spreadsheet has been updated through August 31, 2023.

8. Old Business

- A. Staff has gathered holiday marketing quotes from J-Ad Graphics and WBCH.
- B. Staff will give an update on the streetscape progress.

9. New Business

- A. Staff has prepared a Request for Proposal for flower bid quotes which has been included in the packet.

Please let us know if you are unable to attend the meeting. See you on the 21st!

# **HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA**

**Meeting Thursday September 21, 2023**

## **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 August 17, 2023 Meeting
5. Receive Financial Statements & Budget Review
6. Façade and BEIG update
7. Open Public Discussion and Comments
8. Old Business:
  - A. Holiday Marketing Quotes from J-Ad Graphics and WBCH Radio
  - B. Streetscape Update
9. New Business
  - A. 2024-2026 Flower Bid Specifications RFP
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

**City of Hastings**  
**Downtown Development Authority**  
**DRAFT Meeting Minutes**  
**August 17, 2023**

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

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

**Roll Call –**

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

Absent: Ulberg

City Staff and Appointees: King, Merrick, Moyer-Cale, Nesbitt, Ponsetto, Tate

Others Present:

**2. Pledge to the Flag**

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

Woods added power washing, painting, and sealing the Thornapple and Spray plazas as item B. under New Business

Motion by Wiswell, second by Hatfield, to approve the agenda as amended

All ayes, motion carried

Woods later asked to add discussion about billboard designs as item C. under Old Business

Motion by Wiswell, second by Hatfield, to amend the agenda as requested

With Tossava dissenting, motion carried 7 to 1

**4. Approval of Minutes of the July 20, 2023, DDA Meeting –**

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

All ayes, motion carried

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

King said budget data has been updated through July 31, 2023. Fiscal year 2022/2023 is in the process of being closed out. Historically, there is little financial activity in the month of July that is reflected in the July budget spreadsheet

**6. Façade and BEIG Update-**

King said the façade grant and BEIG loan spreadsheets have been updated through July 31, 2023; he also provided a brief update on potential façade grant requests

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

**8. Old Business-**

**A. Streetscape Update-**

King and Moyer-Cale gave an update and answered questions from the board regarding the timeline for the streetscape project

**B. Parking Lot 8 Update-**

Tate said that the City received only two sealed bids for the project and even the lowest bid was over the projected/budgeted cost for the project; the board directed staff to contact the low bidder and negotiate a better price and perhaps delay the reconstruction until spring 2024

**C. Billboards-**

Woods introduced discussion about billboard designs, what they should be, marketing committee approval, and when they should run

**9. New Business**

**A. Review Façade Grant Request from Norm and Carole Barlow, 109 & 111 W. State St.-**

Motion Button, second by Hatfield, to waive the requirement for an architectural rendering, due to the limited architectural scope and cost associated with the project, and approve the grant request totaling \$2,100.00

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

Nays: None

Absent: Ulberg

Abstain: Wiswell

All ayes, motion carried

**10. DDA Member Comment –**

Albrecht said she would be hosting a two-day chalk painting convention in the spring of 2024; Woods asked if the architect charged for consulting on façade grants, or only if a drawing was rendered; King said they were charged only if there was a rendering; board also discussed issues with property maintenance and management at the apartment building on Michigan Ave.

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

**12. Adjournment**

Motion by Button, second by Hatfield, to adjourn

All ayes, motion carried

Meeting adjourned at 9:19 a.m.

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Patty Woods, Chair

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Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

DDA Budget 2023/2024 September 11, 2023 Update (thru 08.31.23)					
Account Number	Title	Budget	Year to Date	Projected	Budget 2024/2025
248.100.404.000	Tax Capture	\$ 682,240			
248.100.573.000	LCSA Appropriation	\$ 63,000			
248.100.642.000	Sculpture Sales	\$ 5,000			
248.100.642.010	Advertising Sales				
248.100.648.000	Application Fees	\$ 1,000			
248.100.654.000	Electrical Vehicle Station	\$ 250	\$ 71		
248.100.665.000	Interest Earned	\$ 12,000			
248.100.672.000	Other Revenue	\$2,700,000			
248.100.674.000	Private Contributions or Donations		\$ -	\$ -	
248.100.675.000	Sponsorships	\$ 500			
<b>Total Revenue</b>		<b>\$3,463,990</b>	<b>\$ 71</b>	<b>\$ -</b>	<b>\$ -</b>
248.728.756.000	Repair and Maintenance Supplies				
248.728.766.000	Disposable Technology				
248.728.772.000	Promotion Supplies	\$ 500			
248.728.803.000	Administrative Services	\$ 35,000			
248.728.806.000	Legal Services	\$ 500			
248.728.807.000	Planning Services	\$ 5,000			
248.728.861.000	<b>Transportation (Milage)</b>	<b>\$ 100</b>			
248.728.872.000	<b>Parking SAD</b>	<b>\$ 15,962</b>			
248.728.879.000	<b>Website</b>	<b>\$ 500</b>			
248.728.882.000	Advertising - Social Media	\$ 13,000	\$ 3,000		
248.728.883.000	Advertising - Print	\$ 5,000			
	Michigan Trails Magazine	\$ 736			
	Hastings Reminder - Holiday	\$ 2,000			
	Battle Creek Shopper - Holiday	\$ 750			
	Lowell's Buyers Guide - Holiday	\$ 130			
	J-Ad Summer Fun Guide	\$ 475			
248.728.884.000	Billboards	\$ 9,000	\$ 2,400		
248.728.885.000	Advertising-Radio	\$ 2,000	\$ 165	\$ 2,000	
248.728.886.000	Videography	\$ 2,000			
248.728.887.000	Speakers/Performers	\$ 1,000			
248.728.891.000	Licenses and Fees	\$ 250			
248.728.900.000	<b>Printing and Publishing</b>	<b>\$ 6,000</b>			
	J-Ad Dine and Shop Brochures	\$ 700			
	J-Ad (Event Schedules)	\$ 300			
	J-Ad (Roubaix Booklets)	\$ 2,700			
	J-Ad (Farmers Market Brochures)	\$ 1,300		\$ -	
	Progressive Graphics Mag. Calendar	\$ 650			
	Progressive Graphics Rack Cards	\$ 500			
	J-Ad (Downtown Parking Brochures)	\$ 250			
	J-Ad RFP-Snow, Bond, etc publishing				
248.728.902.000	Newsletter	\$ -			\$ -
248.728.906.000	Promotions/Marketing	\$ 1,000			
248.728.907.000	Sponsorship and Donations	\$ 14,500			
	Chamber of Commerce	\$ 2,000			
	Summerfest	\$ 1,000			

Account Number	Title	Budget	Year to Date	Projected	Approved 2023/2024
	Jingle and Mingle	\$ 2,900			
	Ball Drop	\$ 2,000			
	Farmer's Market	\$ 1,500			
	Gus Macker				
	Barry Roubaix	\$ 2,000			
	Barry Community Foundation	\$ 3,000			\$ 3,000
<b>248.728.911.000</b>	<b>Conferences/Trainings</b>	<b>\$ 1,000</b>			<b>\$ 1,000</b>
	MFEA	\$ 295			\$ 295
	Boyne USA	\$ 333			\$ 333
	Other Training	\$ 800			\$ 800
<b>248.728.912.000</b>	<b>Meetings</b>	<b>\$ 100</b>			<b>\$ 100</b>
<b>248.728.915.000</b>	<b>Membership Dues</b>	<b>\$ 600</b>			<b>\$ 600</b>
	West Michigan Tourist Assoc.	\$ 270			\$ 270
	MI Festivals and Events	\$ 250			\$ 250
<b>248.728.918.000</b>	<b>Water/Sewer</b>				
<b>248.728.920.000</b>	<b>Electric</b>		\$ 47		
<b>248.728.926.000</b>	<b>Property Taxes</b>	\$ -			\$ -
<b>248.728.929.000</b>	<b>Ground Repair and Maintenance</b>				
<b>248.728.929.010</b>	<b>Snow Plowing and Removal</b>	<b>\$ 5,000</b>			<b>\$ 5,000</b>
<b>248.728.930.000</b>	<b>Repair and Maintenance</b>	<b>\$ 100</b>	\$ 1,689		<b>\$ 100</b>
<b>248.728.940.000</b>	<b>Equipment Fund Rental</b>	<b>\$ 15,000</b>	\$ 421		<b>\$ 15,000</b>
<b>248.728.946.000</b>	<b>Engineering (SME) Light Pole Inspect.</b>				
<b>248.728.974.000</b>	<b>Land Improvements (Depreciable)</b>	<b>\$3,000,000</b>			<b>\$ 3,000,000</b>
	Doornbos - Signs -Plaza/Welcome				
	Tree Grates/Vaults Repair				
	Parking Lot Imp/Paving	\$ 174,450			\$ 174,450
	Fencing/Screening				
	MC Smith Streetscape Design	\$ 220,000	\$ 4,012		\$ 220,000
	Streetscape Project				\$ 2,609,680
	Downtown Street Short Pole Globes				
	Street Light Painting				
	Consort 6 Banner Flags				
<b>248.728.974.010</b>	<b>Land Improvements (Non-Dep)</b>				
	Lighting and Bollards				
	Lighting- Paint				
	Sculpture Purchase				
	Spray Plaza Maintenance				
<b>248.728.978.010</b>	<b>Technology - Non Depreciable</b>				
<b>248.728.986.000</b>	<b>Sculpture Rehab</b>				
<b>248.728.991.000</b>	<b>Façade Improvement Grants</b>	<b>\$ 50,000</b>			<b>\$ 50,000</b>
<b>248.728.992.000</b>	<b>Interest Expense</b>	<b>\$ 110,000</b>			<b>\$ 110,000</b>
<b>Total Expenditures</b>		<b>\$3,293,112</b>	<b>\$ 11,734</b>	<b>\$ 2,000</b>	<b>\$ 3,181,800</b>
<b>248.728.905.000</b>	<b>Transfer to Other Governments</b>	<b>\$ 452,095</b>			<b>\$ 452,095</b>
	Administration	\$ 197,225			\$ 197,225
	Spray Plaza Security (EPS)	\$ 1,400			\$ 1,400
	MSI	\$ 21,600			\$ 21,600
	Speakers and Performers (Buskers)	\$ 1,000			\$ 1,000
	J-Ad - Hastings Live	\$ 5,000			\$ 5,000
	J-Ad - Sculpture Tour Booklets	\$ 1,500			\$ 1,500
	J-Ad Park Booklets	\$ 700			\$ 700
	TAC Sponsorship	\$ 5,925			\$ 5,925
	Water and Sewer - Spray Plaza	\$ 9,900	\$ 947		\$ 9,900

Total Transfers		\$ 452,095	\$ 947	\$ -	\$ 452,095
<b>Account Number</b>	<b>Title</b>	<b>Budget</b>	<b>Year to Date</b>	<b>Projected</b>	<b>Approved 2023/2024</b>
Total	Expenditures and Transfers	\$3,745,207	\$ 12,681	\$ 2,000	\$ 3,633,895
Total Revenue		\$3,463,990	\$ 71	\$ -	\$ -
Total Expenditure and Transfers		\$3,745,207	\$ 12,681	\$ 2,000	\$ 3,633,895
Total Net Position		(\$281,217)	(\$12,610)	\$ (2,000)	\$ (3,633,895)
Beginning Fund Balance		\$ 760,986	\$ 760,986	\$ 760,986	\$ 760,986
Ending Fund Balance		\$ 479,769	\$748,376	\$ 758,986	\$ (2,872,909)



**Façade Improvement Grant 2023/2024 Budget**

**\$50,000.00**

September 14, 2023

***Paid FY 2023/24 To Date (08/31)***

TOTAL DISBURSED **\$0.00**

***Façade Grants Pledged for the 2023/2024 FY Budget***

150/152 W. State Street (Phase II) - Seasonal Grille	1/20/2022	<b>\$4,500.00</b>
112 E. Court Street - Donna and Dave Kensington - Razor's Edge	2/16/2023	<b>\$10,000.00</b>
144 E. State Street - Kevin Anderson	4/20/2023	<b>\$10,000.00</b>
148 E. State Street - Kevin Anderson	4/20/2023	<b>\$10,000.00</b>
109/111 W. State Street - Norm and Carole Barlow - Barlow Florists	8/17/2023	<b>\$2,100.00</b>

TOTAL PLEDGED **\$36,600.00**

***Architectural Renderings Pledged for the 2023/2024 FY Budget***

TOTAL PLEDGED FOR ARCHITECTURAL **\$0.00**

**Total Approved 2023/2024 Budget** **\$50,000.00**

**Total Approved and Disbursed 2023/2024 Projects** **\$36,600.00**

Available **\$13,400.00**

## MEMORADUM

DATE: September 5, 2023

TO: City of Hastings DDA

FROM: Maiya Merrick, Arts and Events Coordinator

SUBJECT: Holiday Marketing

In the past the City of Hastings DDA has funded holiday advertising for downtown shopping. This year we have contacted WBCH and J-Ad for marketing quotes. These quotes are based on what we funded last year. We will also be communicating with Jingle and Mingle to make sure our marketing coincides with their marketing.

Attached are the quotes for J-Ad and WBCH.



*Presented to:*

## ***The Hastings DDA***

### Holiday Marketing 2023

Commercials will focus on benefits of shopping locally in Hastings and holiday events

Ad copy may be updated as needed

### December 1 - 23, 2023

4 (30-second) commercials per day

92 total commercials at \$14.00 Rate

Total investment: \$1288

### Value Added:

- Shopping in Hastings promoted on wbch.com
- Events posted on WBCH Facebook page
- Events listed on the Community Calendar on wbch.com

**As an authorized agent of the below named organization, I agree to sponsor the announcements as outlined above.**

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Business** \_\_\_\_\_

*FCC certification: The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.*

Contact – Steve Radant

[steve@wbch.com](mailto:steve@wbch.com)

(269) 945-3414

City of Hastings DDA Committee  
**2023 Christmas ROP Print Advertising Schedule**

<u>Publication</u>	<u>Ad Size and Run Date</u>	<u>Total Ad Cost</u>
Reminder	3x4 black & white 11/11	\$ 92.88
	6x8 full color 11/18	\$495.60
	3x8 full color 11/25	\$331.44
	6x8 full color 12/2	\$495.60
	3x8 full color 12/9	\$331.44
	6x8 full color 12/16	<u>\$495.60</u>
	Total	\$2,242.56
B.C. Shopper	3x4 black and white 11/16	\$126.90
	3x8 black and white 11/23	\$251.64 +150.00 to add full color
	3x8 black and white 12/14	<u>\$251.64</u> +150.00 to add full color
	Total	\$630.18
Lowell Buyers Guide	3x3 black and white 11/19	\$64.95
	3x3 black and white 12/10	<u>\$64.95</u>
	Total	\$129.90
<b>Total Print Campaign</b>		<b>\$3,002.64</b>
<b>Adjustment for overage</b>		<b><u>-\$ 2.64</u></b>
<b>Net Total Print Campaign</b>		<b>\$3,000.00</b>
<b>Adjusted Total with optional additions</b>		<b>\$3,300.00</b>



City of Hastings  
2024-2026 City Flower Bid

**Due: Tuesday, October 17, 2023 before 2:00pm**

City Hastings  
Community Development Department  
ATTN: Dan King- Flower Bid  
201 East State Street  
Hastings, Michigan 49058  
(269)-945-2468

## **City of Hastings**

### **2024-2026 City Flower Bid**

#### **Bid Information**

The City of Hastings is soliciting bids for landscape and plant arrangements covering both north and south sides of State Street from Broadway to Boltwood. Plant material in hanging baskets and poly planters is required to be pre-grown at your facility and ready to be on site the week before Memorial Day. The permanent poly planters and hanging baskets need to be planted by the contractor the week before Memorial Day. Please be aware that minor changes to this delivery time frame in 2024 may be necessary as the City completes a comprehensive streetscape construction project that is scheduled for completion by June 28, 2024.

- All plants must be pre-grown and fertilized with a slow-release product before placed on display in the spring.
- Colors and plants need to be approved by the city before planted.
- All crosswalk sight lines need to be addressed when planning. Plants when fully grown must not block or filter the sight of traffic to pedestrians.
- After plants and planters are in place on our property, the City will take full control of watering. Pesticide applications and fertilization will be the responsibility of the contractor.
- Plants for poly pots must be proportionate in size to size of pot. The planters need to have the appearance of being fully grown immediately.
- Soil in planters needs to be a mix, straight soil in planters is not acceptable.
- Coco liners for all hanging baskets are the responsibility of the grower and need to be replaced yearly.
- The contractor will hang the baskets and connect to the irrigation system located in the street poles. Pesticide and fertilization of the baskets will be the responsibility of the contractor.

## **State Street Flowers**

**56** \*- 18” Hanging baskets

**12** – 2’ x 6’ planters

**58-** 3’ Diameter planter

\*Please prepare **two (2)** additional 18” hanging baskets in the event of damage/failure during the year and keep them in reserve until/if needed.

## **Other Information**

The City may need annuals, perennials, and other garden supplies throughout the year. Please provide for us what discount you would offer on purchases made by the city, if any.

The contract will be awarded for a period of (3) years, but please bid prices for each year individually. The City will retain the option to renew the second and third year of the contract.

The City of Hastings recommends the contractor contact the Director of Public Services Monday through Friday, between 9:00 AM and 4:00 PM, to arrange a pre-bid walkthrough to the work sites. **The Bid due date is Tuesday, October 17, 2023 before 2:00pm.**

**To Bid:** Fill out the attached Bid Form and return it to the listed address below, along with contact information for three references and pictures of past work.

City of Hastings  
Community Development Department  
ATTN: Dan King - Flower Bid  
201 East State Street  
Hastings, Michigan 49058  
Tel: (269) 945-2468

A public bid opening will take place at 2:00 PM on Tuesday, October 17, 2023 in the second-floor conference room of Hastings City Hall, 201 East State Street, Hastings, Michigan 49058.

**The contractor must have a policy as an equal opportunity employer and will not discriminate because of age, color, sex, disability, national origin, race, religion, or veteran status.**

**The City of Hastings reserves the right to accept or reject any and all bids.**

**City of Hastings 2023 Flower Bid Form**



**Company Name:** \_\_\_\_\_

**Representative's Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Work Phone:** \_\_\_\_\_ **Cell Phone:** \_\_\_\_\_

**Email Address** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

State Street	Quantity	2024 Price Each	2024 Total Price	2025 Price Each	2025 Total Price	2026 Price Each	2026 Total Price
18" Hanging Basket with coco liner	56 *						
2' x 6' Planter	12						
3' Diameter Planter	58						

<b>Grand Total</b>	<b>2024</b>		<b>2025</b>		<b>2026</b>	
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<b>Percent Discount offered per year on city flower purchases</b>					
	<b>2024</b>		<b>2025</b>		<b>2026</b>

Bid Due on Tuesday, October 17, 2023 at 2:00pm

The City of Hastings reserves the right to accept or reject any and all bids.

\* Includes 2 Reserve Baskets