

City of Hastings
Downtown Development Authority
DRAFT Meeting Minutes

January 16, 2020

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 7:58 a.m. by Woods

Roll Call –

Present: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Tubbs, Woods

Absent: Albrecht

Others Present: Czarnecki, King, Merrick, Ponsetto

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Woods moved item 8B. Consumers Energy M-43 Corridor Street Lighting Quote to the top of Old Business before item 8A Façade Grant Reimbursement 126 & 130 E. State St. and added WBCH Advertising Quote as item 9D. under New Business

Motion by Hatfield, support by Bolthouse, to approve the agenda as amended

All ayes, motion carried

4. Approval of Minutes –

Motion by Tubbs, second by Denton, to approve the minutes as presented

All ayes, motion carried

1. Receive Financial Statements & Budget for Review –

King LCSA funds that both the LDFA and DDA receive, as replacement of the personal property tax loss, was received since our last report and is reflected in our budget, which was more than had been budgeted; the electricity line item had a posting error, the water expenditure got posted to electricity, that's been fixed, future financials will reflect the correct figure

Motion by Tossava, second by Hatfield, to receive the financial statement and place it on file

All ayes, motion carried

6. Façade and BEIG Update-

King said the BEIG financials had not changed with approximately \$80,000 remaining in the revolving loan fund; \$5,842 remains available for façade grant funding; the DDA can continue to accept façade grant applications and modify its budget if necessary; the only expenditure on financials is the \$3,767.50 for the Bercier Family Chiropractic; since Oct. 31 Zwei Bruder has been dispersed so that will be reflected in future financials

7. Open Public Comment and Discussion—

Woods submitted a thank you note to City staff from New Year's Eve Ball Drop organizer Carl Schoessel

8. Old Business

A. Consumers Energy M-43 Corridor Street Lighting Quote-

Czarnecki said the quote includes the replacement of existing poles as well as those which had been removed due to damage and deterioration from Broadway to Cook Rd.; it does not create new light poles, only replaces all the cast iron poles that existed before with rust resistant aluminum and stainless steel light poles with LED lights; a LED light is currently installed on an existing pole in front of Family Dollar on W. State St.; half the remaining poles are in critical condition and need to be replaced soon and Consumers has indicated that if Hastings is ready to move forward with the replacement, the city would be one of their first projects in the spring; he encouraged the DDA Board to consider proposing a cost sharing plan that he could present to Hastings City Council for consideration, because the DDA makes a contribution to the City's General Fund each year from its TIF; he said he would bring the proposal before Council on behalf of the DDA

Hatfield said the DDA transfer to the City General Fund for this FY was \$192,170, which is about half of the cost of the light replacement cost

Button asked if Consumers' quote for \$221,000 reflected any grant money; Czarnecki said it did not

Czarnecki left the meeting at 8:23 a.m.

Woods asked where the DDA would get money to pay its portion of the light replacement project; King said the DDA has enough money in its fund balance right now to cover the DDA's portion

Board members discussed cost sharing and what percentage to propose the DDA and City pay toward the project; Bolthouse said she would rather cost share the lighting project now, because the DDA is likely to need a loan to pay for the upcoming streetscape renovation; Denton said the DDA could write a check for its portion of the light pole replacement, and if need be take a small loan for anything that comes up before the end of the fiscal year; Hatfield said she would feel better going into the streetscape design process without the cost of light replacement on W. State St. hanging over the DDA's head

Motion by Denton, second by Hatfield, to pay an amount, not to exceed \$120,000, for the replacement of light poles on W. State Rd. between Broadway and Cook

Ayes: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Tubbs, Woods

Nays:

Absent: Albrecht

All ayes, motion carried

Staff was directed to get a second quote for the light pole replacement

B. Façade Grant Reimbursement 126 & 130 E. State St.—

King said Zwei Bruder had completed work on the rear façade of the properties and submitted the required documentation; which staff reviewed before dispersing the reimbursement of \$10,000, previously approved by the DDA Board; the total cost of the project was \$62, 185

C. USDA Revolving Loan Fund Update—

King said he had been in contact with Lisa Epple from the Rural Development branch of the USDA; she said the City has not submitted the required documentation for the revolving loan fund it uses to support the BEIG loan program; copies of the required documentation were included in the DDA packet; Community Development would complete the required documentation and submit it before the end of February , at which time Epple will conduct a site visit

9. New Business

A. Barry County Home Show Booth—

King said Thornapple Township was not interested in participating in the Barry County Home Show, as it had in the past; however, Middleville was planning to attend the event scheduled for Jan.31 – Feb. 1; the cost for the two spaces is \$600; he asked the DDA to approve the entire amount, then the City's accounts receivable department would invoice the Village of Middleville for \$300; he said the sign up sheet is in the Community Development Office

The board discussed the lack of foot traffic at last year's home show and the news that another group was going to hold a home show at the Barry Expo Center later in February

Motion by Hatfield, second by Tossava, to pay \$600 for two spaces at the Barry County Home Show and invoice the Village of Middleville \$300

Ayes: Baker, Bolthouse, Button, Hatfield, Tossava, Tubbs, Woods

Nays: Denton

Absent: Albrecht

Vote seven to one, motion carried

B. Streetscape Design Workshop Entertainment Request-

King said the design workshop with McKenna/Wightman is scheduled for 5:30 – 7:30 p.m. Thursday, Jan. 30, in the Walldorff ballroom; Walldorf has waived the rental fee; however, due to the time of day the workshop is being held, Community Development is requesting the purchase light hors d'oeuvres and soft drinks for attendees

The DDA Board discussed who was being invited to the workshop, how many were anticipated to attend and the potential cost to the DDA to provide light refreshments; Merrick had put together an estimate of \$195 for 50 people

Motion by Denton, second by Bolthouse, to the purchase of light hors d'oeuvres and soft drinks at a cost not to exceed \$400

Ayes: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Tubbs, Woods

Nays:

Absent: Albrecht

All ayes, motion carried

C. Annual Election of Officers—

Motion by Tossava, second by Tubbs, to reelect the current slate of officers: Patty Woods, chair; Lynn Denton, Vice-Chair; Deb Button, Secretary

All ayes, motion carried

Button left meeting at 9:20 a.m.

D. WBCH Shop Hastings Shared Advertising Campaign—

Merrick presented a proposal for a downtown shopping advertising campaign from WBCH for \$544 per month, split evenly between 10 business for a cost of \$54.40 per business

The DDA Board discussed the value to the DDA; board members said several businesses have already signed up and WBCH is seeking more businesses to participate for the total of 10

Motion by Denton, second by Tossava, to approve the 2020 Shop Downtown advertising contact with WBCH at a rate of \$54.40 per month

Ayes: Baker, Bolthouse, Denton, Hatfield, Tossava, Tubbs, Woods

Nays:

Absent: Albrecht, Button

10. DDA Member Comment –

DDA Board discussed billboard design, which did not incorporate the desired graphics and lack of lighting on the billboard during the morning commute; staff was directed to contact Adams Outdoor to get the next three designs submitted for approval as soon as possible and to find out why the supplied photos or graphics could not be used

Hatfield asked about the Court Street PUD; King said an initial site plan had been reviewed and met with approval; the developers are now working on a final site plan to submit for official approval; Tossava said groundbreaking is estimated to occur in 2021

Tossava said he plans to run for reelection

King said he would send DDA members a copy of its current bylaws for review in February

Denton said he would like to see New Business moved ahead of Old Business on the agenda because members often have to leave before a vote under New Business

11. Open Public Comment and Discussion – None

12. Adjournment

Motion by Tossava, second by Tubbs, to adjourn

All ayes, motion carried

Meeting adjourned at 9:33 a.m.

Patty Woods, Chair

Deb Button, Secretary

City of Hastings
Downtown Development Authority
DRAFT Meeting Minutes
Thursday, February 20, 2020

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:00 a.m. by Woods

Roll Call –

Present: Albrecht, Baker, Button, Hatfield, Tossava, Tubbs. Woods

Absent: Bolthouse, Denton

Others Present: Heinzman, King, Merrick, Resseguie, Ponsetto

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Motion by Tossava, second by Hatfield, to approve the agenda as presented

All ayes, motion carried

4. Approval of Minutes –

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

All ayes, motion carried

5. Receive Financial Statements & Budget for Review –

King said he has access to miViewpoint and can see revenues and expenditures, the most recent balance sheet available is Oct. 31, 2019; the clerk/treasurer department is working on updating the balance sheets; the YTD interest is \$3,700; other revenues include \$100 grant application fee and sponsorships from downtown merchants and business owners; expenditures include advertising with WBCH and J-Ad Graphics, videography, sponsorships included \$2,900 for Jingle & Mingle, and \$2,000 for the New Year's Eve Ball Drop; the clerk/treasurer department has corrected the water, sewer and electric journal entries that were in error last month; some façade reimbursements were recorded last month as well

Tossava asked if the DDA was paying for snow removal from the parking lots; King said not to his knowledge; he said the director of Public Services is aware that if snow piles start to encroach on parking spaces in the special assessment district, there is money set aside for removal

6. Façade and BEIG Update-

King said there is approximately \$18,000 in outstanding BEIG loans, which leaves about \$82,000 available; he said City staff is working to complete the necessary reports by the end of the month in order to comply with USDA guidelines

Woods asked why the façade budget shows negative availability; King said the DDA has already paid out \$38,657 in the current FY; the DDA's commitment to two additional façade grants have the potential to put the façade grant over budget by \$5,000, depending on when the projects are completed; if that happens, he said the DDA would request the City Council amend the budget; commitments from last year fiscal year did disburse until the turn of current fiscal year

7. Open Public Comment and Discussion –

King introduced Hastings Mayor Pro-tem John Resseguie and Jennifer Heinzman, the new president of the BCCEDA

8. Old Business

A. Streetscape Public Input Summary-

King introduced the discussion by giving a brief history of the current streetscape, which was installed around 1993, and at nearly 30 years old is starting to show its age; the ash trees that were planted downtown at that time are being removed because they are now dead, dying, diseased, and dangerous, which escalated the need to look at the streetscape design again; so the DDA has commissioned with McKenna and Wightman to do a streetscape design study; as part of the study, on Jan. 30, a streetscape workshop was held at the Walldorff, which drew about 35 participants; he said there is currently a survey online that public can take to get more feedback on design options and about 300 people have already taken the survey which will be live until the end of the month

Woods said the pictures included in the survey were too small to see clearly and could not be enlarged to be seen more clearly; she said the workshop didn't seem organized and the representatives from McKenna and Wightman should have provided an introduction; she said Button saw a gas outdoor fireplace in Holland that she forwarded in an email to DDA members because that was a new and different idea that was not included in the workshop or the survey

Button said she was disappointed in the workshop; she said she didn't feel there was enough creativity and new and different ideas for what could be done downtown

Albrecht said it seemed to be a communication rather than a design forum

Woods said before another workshop is held, she asked City staff to communicate with McKenna and Wightman that the DDA would like to see more creative ideas for consideration

King said McKenna and Wightman hope to have the streetscape design project wrapped up by May

B. DDA By-laws Review and Discussion-

King presented the board with a copy of the its by-laws dating back to the DDA's inception; and is the only copy in the City's files; he said all governing bodies of the City are reviewing their by-laws to see if they are up to date and relevant and amend them as necessary; he asked board members to review the by-laws and bring back ideas for updates at next month's meeting

Woods said the by-laws didn't seem to be complete and said she may have a more updated version her files; she said if she found it she would email them to City staff and DDA Board members

9. New Business

A. Thornapple Arts Council 2020 Request-

King presented a request from Megan Lavell, executive director of the Thornapple Arts Council (TAC), for \$5,925 in program support for 2020, which includes funds for public art, jazz festival, Hastings Live, and Arts and Eats

Button said she doesn't mind paying the \$500 TAC has earmarked for Arts & Eats; however, she would like to see the money designated for something else since Arts and Eats doesn't bring people to downtown Hastings; she said she doesn't mind paying it this year; but said she thinks it should be communicated to Lavell, that next year the \$500 would not be approved next year if it is still earmarked for Arts and Eats

Merrick asked if the board would like the \$500 put toward public art, jazz festival or Hastings Live instead

The board discussed what public art, the jazz festival entails; and that they would like Lavell to attend the meeting when TAC's annual request is put before the board

Hatfield said she would like to have TAC present new ideas for next year

Motion by Tubbs, second by Tossava, to approve TAC's program support for 2020, less the \$500 for Arts and Eats, for a total of \$5,425

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

Nays:

Absent: Bolthouse, Denton

All ayes, motion carried

10. DDA Member Comment –

Woods introduced discussion about the MSI Sculpture selection, scheduled for Thursday, March 5; the board discussed the selection process, the need to add diversity to the sculptures offered for consideration and how to generate more community interest in the selection and the actual sculptures

Heinzman suggested engaging people through social media, asking them to post their pictures using Hastings hashtags; Hatfield said the DDA could offer Barry Bucks to the most original posts to make it a sort of contest to encourage more engagement

Albrecht asked if the DDA had anything in place for issuing permits for food trucks in downtown Hastings

King said the Hastings Police Department issues food vendor permits

The board discussed whether food trucks enhance the downtown experience bring special events, or whether they take revenue away from brick and mortar eateries that contribute to the TIF that supports the DDA

Tubbs asked about said one of the developers for the housing development in the Court Street PUD was showing homeowners in residents in the adjacent area site plans for the project, which he appreciated; the board discussed the potential timeline for the project, which is dependent of MSHDA approval; the board also discussed the former Moose property and the Hastings Pharmacy expansion on State Street

Woods introduced discussion about the Adams Outdoor billboard in Caledonia and design changes; Baker asked if Chickadee films had any stills from their videos that we could use on the billboard; Hatfield suggested that if the DDA contracts with Chickadee Films again, it include high resolution stills to use for marketing

Woods submitted an official thank you from Carl Schoessel for the New Year's Eve ball drop

Button said downtown parking is an issue; the board discussed merchants who park on State Street and what could be done to encourage them to leave spaces open for customers; the installation of parking meters and/or incentive program were discussed

Staff was directed to request Hastings Police Chief attend an upcoming meeting to discuss what could possibly be done to address the issue

Heinzman said parking has been an issue in every community that she has worked with

Tubbs asked if new projects were going to be required to install the black fencing; King said they would have comply with design guidelines

11. Open Public Comment and Discussion – None

12. Meeting adjourned at 9:18 a.m.

Motion by Baker, second by Hatfield, to adjourn

All ayes, motion carried.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings

Downtown Development Authority

Meeting Minutes

April 16, 2020

(Conducted via Zoom)

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 1:07 p.m. by Woods

Roll Call –

Present: Albrecht, Baker, Bolthouse, Denton, Hatfield, Tossava, Woods

Absent: Button, Tubbs

Staff present: Czarnecki, King, Merrick, Ponsetto

2. Approval/Additions/Deletions to Agenda –

Motion by Woods, second by Tossava, to approve the agenda as presented

All ayes, motion carried

3. New Business

A. BEIG Loan Application Update Approval

Woods introduced discussion of changes to the current BEIG loan to offer loans to businesses in emergency situations

King said the City has been updating the BEIG loan application and the Rural Development branch of the USDA, everything has been incorporated in that update except a limited English proficiency plan, which needs to be adopted by City Council; as the State mandated shut down was put in place, Czarnecki suggested amending the loan application to allow funds to be used for payroll, insurance, rent and other soft items during a state of emergency, rather than just improvements to fixed assets as in the past; Rural Development gave its approval to the change; applicants would be required to show proof that they had applied for other types of federal or state assistance and use this as a last measure; something to assist business owners in any time of emergency, current or future; the loans would be subject to approval by the BEIG loan committee and the DDA

In response to questions from the board, Czarnecki said that the emergency BEIG loans, capped at \$5,000 each, would likely not be enough to save an struggling business, so the requirement to document

application for other available funds would at least encourage business owners to explore other sources of relief; he noted that the DDA currently has about \$82,000 in BEIG loan funds available

Denton said he DDA would not be able to recoup the money should someone default on the loan; Bolthouse said that is why the loans were capped at \$5,000; Woods noted that the payback period was also set at 3 years, rather than 7 years for traditional BEIG loans; It's a different product for a different circumstance, said Albrecht

Baker asked Denton if it was possible to get insurance against default; Denton said it wouldn't be practical

Woods said the DDA has been looking for ways to use the money and this seemed like a good reason;

Denton said he was worried about loaning all the money out and not getting it back; because the DDA would be the last entity to get paid off in a default; Czarnecki said it is a risk and that is why there is a loan application approval process

Hatfield said she would like to see the DDA keep some funds in reserve; Bolthouse agreed

Baker said there needs to be parameters set so all applications are judged by the same criteria; Bolthouse suggested a check list with a point system like the one used for the DDA's faced grant applications

The board discussed charging interest on the loans, the consensus was to not charge interest

Czarnecki asked if the board suggested the changes to the BEIG loan application and suggested City staff could work on a check list

Bolthouse made a motion to approve the amendments to the application as presented with the addition of the DDA keeping a reserve balance of \$20,000

The board discussed when the new application would go into effect, who sits on the loan committee, and should the loans be available to landlords as well as business owners and did business owners need approval from their landlords to apply, and should the loan be for receipts presented at the time of applications; also discussed whether the \$250 application fee should be waived or if it should come out of the loan

Bolthouse amended her motion to update the application as presented, with staff directed to clarify the language to detail what "et cetera" entails, and draft an application check list, Denton second the motion

Ayes: Albrecht, Baker, Bolthouse, Denton, Hatfield, Tossava, Woods

Nays: None

Absent: Button, Tubbs

All ayes, motion carried

4. DDA Member Comments-

5. Open Public Comment and Discussion –

Denton said Farm Bureau Insurance announced yesterday that it was writing \$4,000 checks to 1,200 restaurants and he had selected four local restaurants, three in Hastings and one in Nashville: also, Farm Bureau customers were being given \$25 gift cards to be used at those restaurants

Woods said that WBCH was running an ad suggesting how people should spend their federal stimulus checks

Merrick gave an update on how Hastings Live cancellations would be handled should the need arise

12. Adjourn-

Motion by Bolthouse, second by Denton, to adjourn

All ayes, motion carried.

Meeting adjourned at 2:16 p.m.

Patty Woods, Chair

Lynn Denton, Vice Chair

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings
Downtown Development Authority
Special Meeting Minutes
May 26, 2020
(Conducted via Zoom)

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 10:15 a.m. by Woods

Roll Call –

Present: Baker, Button, Denton, Hatfield, Tossava, Tubbs, Woods

Absent: Albrecht, Bolthouse

Staff Present: Czarnecki, King, Ponsetto

2. Approval/Additions/Deletions to Agenda –

3. New Business

A. Special Assessment District for Downtown Parking Discussion-

Woods introduced discussion of whether the DDA would cover the entire special assessment cost for the Downtown Parking District, as proposed by Tossava, as a means to help building and business owners in the Downtown Business District. It is to be a one-time consideration.

The board discussed whether DDA members who own buildings or businesses in the Downtown Parking District had to abstain. It was the consensus of the board, that the action would not benefit any one building or business owner, so there was no need for any members to abstain from the vote; Woods said she would entertain a motion from a board member who did not own a building or business in the Downtown Parking Assessment District to that end

Motion by Hatfield, second by Tossava, to allow all board members present to vote

All ayes, motion carried

The board reviewed the cost of the 2019/2020 assessment provided by Czarnecki

Motion by Tossava, second by Denton, for the DDA to pay the entire 2019/2020 Downtown Parking District assessment totaling \$43,500

Ayes: Baker, Button, Denton, Hatfield, Tossava, Tubbs, Woods

Nays: None

Absent: Albrecht, Bolthouse

All ayes, motion carried

4. DDA Member Comment –

Hatfield asked if there were any plans to fill the planters downtown this summer; King said he is working with Diane Haines, the president of the Thornapple Garden Club; because of this year's budget they were working to keep costs down; he added that Haines will work to ensure current social distancing guidelines are met during the project

Woods asked if the City compost site was open; Czarnecki said it would remain closed until the Stay Safe at Home order is lifted; until the site opens, DPS crews are picking up yard debris south of the river on Mondays and north of the river on Wednesdays

King said the DDA will need to hold a meeting, whether in person or online, in June to consider a façade grant application submitted by Tom Johnson, for his Mill Street property; Kind said the Royal Coach and Kendall Place developments are awaiting MSHDA LIHTC approval; AJ Vaneklasen is close to submitting its information to the MEDC

Czarnecki said the eight new sculptures from MSI are scheduled to be installed June 4; one of the leased sculptures has already been removed because it was selected for display in another community this year; the board also discussed the need for the painting and repair of some City-owned sculptures

5. Open Public Comment and Discussion – None

6. Adjourn

Motion by Tossava, second by Hatfield to adjourn

All ayes, motion carried

Meeting adjourned at 10:33 a.m.

All ayes, motion carried.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings
Downtown Development Authority
Meeting Minutes
June 18, 2020
Via Zoom

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:08 a.m. by Woods

Roll Call –

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

Absent: Tubbs

Staff Present: Czarnecki, King, Merrick, Ponsetto

Members of the Public: Greg Chandler from J-Ad Graphics

2. Approval/Additions/Deletions to Agenda –

Woods added item 3D under new business, Façade Grant Application for 228 N. Jefferson Street

Motion by Bolthouse, second by Denton, to approve the agenda as amended

All ayes, motion carried

3. New Business-

A. Façade Grant Application 305 N. Michigan Ave.-

Motion by Bolthouse, second by Tossava, to approve the façade grant application totalling \$4,074 for 305 N. Michigan Ave

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

Nays:

Absent: Tubbs

All ayes, motion carried

D. Façade Grant Application 228 N. Jefferson Ave.- (Moved forward by Woods)

Motion by Tossava, second by Bolthouse, to approve the façade grant application totaling \$3,025 for 228 N. Jefferson St.

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

Nays:

Absent: Tubbs

All ayes, motion carried

B. Electrical Vehicle Charging Station Purchase Order Increase-

Motion by Bolthouse, second, by Hatfield, to amend the approval of the purchase order for the vehicle charging station to reflect the total cost of the unit, \$15,340.00

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

Nays:

Absent: Tubbs

All ayes, motion carried

C. Bumper Post Expenditure for Charging Station Installation-

Motion by Tossava, second by Hatfield, to approve the expenditure of \$1,200 for the installation of bumper posts at the charging station

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

Nays:

Absent: Tubbs

All ayes, motion carried

4.DDA Member Comment –

Woods asked about memo from City regarding downtown parking enforcement; King said the Supreme Court had repealed the previous decision and parking enforcement officers are once again allowed to put chalk marks on tires and log time vehicles occupying a parking space; King also said that Hastings City Police Chief Jeff Pratt had eliminated the warning for first-time parking violations, and citations were being issued for first offenses; Button said that the 2-hour parking time limit wasn't long enough to allow visitors to shop and dine without getting a ticket; she also said that she felt that given the current situation with businesses reopening, the warning for first offenses should be reinstated; Czarnecki said the DDA can make a recommendation for changes to parking enforcement and that the reopening gives the DDA and City a chance to look at options to relax enforcement for a short period; Board discussed problem of downtown merchants parking in front of neighboring businesses; Bolthouse said fines haven't stopped businesses

owners from parking on State Street; Hatfield, suggested fines collected could be used to purchase updated equipment for parking enforcement; Board also discussed closing parking spaces in front of restaurants to allow for outdoor dining; Woods suggested Pratt recommendation that downtown parking be increased to 3 hours for the duration of the summer and asked to have Pratt attend the next meeting of the DDA

Board discussed the most recent draft of the downtown streetscape proposal; Button said, based on the draft, that she didn't feel the streetscape committee and designers took into account the suggestions from business owners and DDA members, that the design focused too much on the back lots, rather than State St.

Hatfield said the DDA needs to look into painting and maintenance of sculptures and suggested contacting MSI for their recommendations on doing so; Woods said the discussion will be added to the agenda of the next DDA meeting

Bolthouse said Kalamazoo was closing off streets one night per week so businesses and restaurants could move outdoors and create a festival-like atmosphere, as they begin to reopen;

Board discussed the reopening of the spray plaza and public restrooms downtown; King and Czarnecki said the DPS was working on reopening facilities in a systematic fashion as time and staffing allows

5. Open Public Comment and Discussion – None

6. Meeting adjourned at 8:50 a.m.

Motion by Bolthouse, second by Hatfield, to adjourn

All ayes, motion carried.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings
Downtown Development Authority
Special Meeting Minutes

July 2, 2020

Via Zoom

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 9:02 a.m. by Woods

Roll Call –

Present: Albrecht, Baker, Denton, Hatfield, Tossava, Tubbs, Woods

Absent: Bolthouse and Button

Staff Present: Czarnecki, King, Merrick,

Members of the Public: Todd Schaal, member of Jefferson Street Investors, LLC

2. Approval/Additions/Deletions to Agenda –

Motion by Denton, second by Tossava, to approve the agenda as presented

All ayes, motion carried

3. New Business-

A. Façade Grant Application 128 S. Jefferson Street. -

DDA members asked Todd Schaal, member of Jefferson Street Investors, LLC questions regarding the façade grant application. Mr. Schaal answered all questions regarding the request.

Motion by Tossava, second by Hatfield, to approve the façade grant application totaling \$5,320. Grant approval includes \$5,000 for façade improvements and \$320 for architectural design for the building located at 128 S. Jefferson Street.

Ayes: Albrecht, Baker, Denton, Hatfield, Tossava, Tubbs, Woods

Nays:

Absent: Bolthouse and Button

All ayes, motion carried

4. DDA Member Comment –

DaveTossava wished Dan King’s father Ivan a happy 92nd birthday today. Members expressed their well wishes for a happy and safe holiday weekend

5. Open Public Comment and Discussion – None

6. Meeting adjourned at 9:24 a.m.

Motion by Denton, second by Hatfield, to adjourn

All ayes, motion carried.

Patty Woods, Chair

Lynn Denton, Vice Chair

Prepared by: Dan King, City of Hastings

City of Hastings
Downtown Development Authority

Meeting Minutes

July 16, 2020

Via Zoom

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, Denton, Hatfield, Tubbs, Tossava, Woods

Absent: Bolthouse

Staff Present: Czarnecki, King, Merrick, Ponsetto

Community Members Present: John Resseguie Sr.

2. Approval/Additions/Deletions to Agenda –

Woods added Item 3. C. under new business, façade grant application for 205 S. Jefferson St.

Motion by Tossava, second by Denton, to approve the agenda as amended

All ayes, motion carried

3. New Business

A. Dornbos Sign Inc., (sign, pole, and base expenditure request)-

King said a requirement of the Consumers Energy grant for the electrical vehicle parking station is that the spaces be clearly identified with signage. The quote for the signage includes four signs, bases and poles. The two additional signs were included in the event the installed signs are vandalized. The additional bases were ordered because the DPS has identified areas in the DDA district where the bases could be utilized for other signage.

Motion by Denton, second by Tossava, to approve the expenditure of a total of \$1,193.20 for the purchase of four signs, poles and bases from Dornbos Signs, Inc.

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

Absent: Bolthouse

Nays:

All ayes, motion carried

B. Joint Meeting with the Streetscape Steering Committee-

King said the next recommended step in the streetscape design process is a joint meeting of the Streetscape Steering Committee and the DDA, and recommended setting a date for the week of July 20

Tubbs asked if it would be possible to conduct the meeting in person, rather than online; King said he would look into the availability of venues that may allow an in-person meeting within the parameters of the current executive order regarding social distancing and gathering size

It was the consensus of the DDA Board to schedule a joint meeting with the Streetscape Steering Committee for 9 a.m. Friday, July 24

C. Façade Grant Application 205 S. Jefferson St.-

King presented a façade grant application from Terri Albrecht-O'Connell for 205 S. Jefferson St. the request is for \$2,928.46 for the replacement of three second story windows, painting the front exterior of the building, including window trim.

Motion by Tossava, second by Hatfield, to approve the façade grant application as presented

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

Absent: Bolthouse

Abstain: Albrecht

Nays:

All ayes, motion carried

4. DDA Member Comment –

Woods said she had thought Hastings City Police Chief Jeff Pratt would be participate in the July 16 DDA meeting to discuss downtown parking enforcement; Woods said she had heard that downtown residents could purchase a parking permit for \$10 that would allow them to park on the main street 24 hours a day

King said the permits issued to downtown residents by the Community Development Department were free of charge and were good only for lots #3, #8, and #2

Woods suggested that it would be a good idea to reconvene the DDA Parking Committee to address some of the issues that have arisen

King asked if the DDA felt the temporary three-hour parking limit downtown until Sept. 1, 2020 was a success

Denton said he felt the answer was a resounding, "yes," and that most business owners would like to see the three-hour parking limit become permanent; Button agreed

Denton asked if the City was currently issuing parking tickets; King said it was; however, due to equipment failure, the officer in charge of parking enforcement is not able to issue warning tickets for first offenses, or stepped fines based on the number of offenses

Woods said the DDA wants to prevent first-time visitors from receiving parking tickets; King said he would look into the equipment/fine issue and send the DDA an email update

Woods said she noticed that Consumers Energy was installing new poles on W. State St.

Button asked if the DDA billboard on M-37 had been changed since businesses have been allowed to reopen; King said that it had

Button said that she would like to see the billboard go back to regular content; Woods agreed that she would also like to see a return to generic seasonal, "Shop. Dine. Enjoy," messages

King said he would contact the sign company, Adams Outdoors, about design ideas

Denton said that when making the request to the Hastings City Council that the three-hour downtown parking limit permanent, he would like it noted that the request came from the DDA

Denton asked about the former Kmart Plaza

King said that the Hastings City Council and Barry County had both approved a portion of the plaza as a commercial rehabilitation district

Czarnecki said that the commercial rehabilitation district designation would freeze the property value as of Dec. 31, 2019 for the next 10 years; he said while it would impact the amount of taxes collected by the City for the property, it would not impact the DDA's tax capture for the same property

5. Open Public Comment and Discussion –

As president of the Downtown Business Team (DBT), Denton said the DBT has presented the Hastings City Council with a Stay of Ordinance request to allow sidewalk sales Sept. 18 -19, 2020; he said the DBT was also requesting that the sidewalk sale banner be displayed over State St. for seven days, starting Sept. 14

6. Meeting adjourned at 9:53 a.m.

Motion by Denton, second by Hatfield to adjourn

All ayes, motion carried.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings
Downtown Development Authority
Special Meeting Minutes
July 24, 2020
Walldorff Outdoor Seating Area and Zoom

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 9:10 a.m. by Woods

Roll Call –

Present: Albrecht, Baker, Button, Denton, Hatfield, Tubbs, Woods

Absent: Bolthouse, Tossava

Staff Present: King, Ponsetto

Others Present: Harvey, Resseguie (via Zoom)

2. Approval/Additions/Deletions to Agenda –

Motion by Hatfield, second by Denton, to approve the agenda as presented

All ayes, motion carried

3. New Business

A. Joint Meeting with the Streetscape Design Steering Committee

- Discuss support for plan and/or recommended edits or additions
- Discuss timetable for steering committee to reconvene to agree on specific list of revisions to plan
- Discuss next steps after plan adoption including phasing and funding options

King introduced Rebecca Harvey from McKenna Associates, who is working with the City of Hastings, DDA and Streetscape Steering Committee to create a draft plan for a new downtown streetscape; he said the current streetscape is 25-plus years old and is starting to show its age and that is why the DDA and City are looking at options that they would like to see in place for the next 25 to 30 years and one round of revisions is included in McKenna's streetscape plan contract; King said bike racks, pedestrian flow, mid-block crosswalks, et cetera are expected to become more and more integrated into downtown infrastructure in the future

Woods opened the streetscape discussion

Harvey said the after the first streetscape meeting, the Streetscape Steering Committee asked for two additional pieces of information: A list of communities that has some of the features that were being considered for Hastings' plan; and, the cost estimate to be revised to include six or seven more things; she said the meeting of the DDA and the Streetscape Steering Committee members will enable them to make the revisions before moving forward

Woods asked if the plan allowed the DDA and Steering Committee the option to pick and choose which features it wants to include; Harvey said the roll of the plan is to provide a statement that the DDA and Steering Committee could then present to the community; and to discuss how the streetscape plan could be implemented in phases; the plan is structured so the DDA could choose the amenities it wants and how they want to achieve their goals—how it should look and materials that should be used, but was flexible in regard to placement of things such as trees and planters in response to input from store owners and others; everything is a line item to allow the Steering Committee and DDA to pick and choose the elements they would like included in the new streetscape

Woods asked if the plan currently includes costs to redo and widen the streets; Harvey said the plan did not involve repaving streets but included widening sidewalks, adding crosswalks, bump-outs and curb work, not tearing up and replacing streets

King said that City Manager Jerry Czarnecki has said he would like to see all the concrete removed and replaced and, with a cohesive plan from McKenna and Whiteman, if chosen, would include irrigation

Woods asked about financing for the project; King said the DDA didn't include financing identification in the scope of work with McKenna and Whiteman; he said as the plan is refined, that is something the DDA can engage McKenna and Whiteman to seek financing and funding options; he said there is a possibility that there may be additional funding sources for construction/ infrastructure projects due to COVID-19; King said having an outside source to seek financing and funding sources is critical, as is determining whether phasing of the streetscape project is necessary

Woods asked what the Streetscape Committee and McKenna/Whiteman currently needed from the DDA; Harvey said the Streetscape Committee is looking for a consensus of support for the plan and if there is anything that the DDA; would like changed in the plan; she added that at this stage, it would be great to know that the DDA was ready to move forward with the plan, then the next steps would be to determine how the plan would be implemented and financed

Denton said the lack of people from the Streetscape Steering Committee seemed to indicate a lack of support for the project: other DDA members, including Button and Hatfield, said it may have more to do with the pandemic and timing of the meeting than a lack of interest; Denton asked Harvey what is the success rate of projects that have low turnout for meetings such as the DDA's; Harvey said that low turnout is not an indicator of lack of interest—people are busy and they almost never participate unless it is something negative or something that is next door; she said you will get feedback when you start the project if people don't like it; but, if they like it, it's likely you won't get feedback;

Hatfield said her husband is on the Streetscape Steering Committee; but as a DDA member, she expected more information about the plans for the project; Harvey said that early in the process, the Steering Committee indicated that there was interest in removing all the trees; however, it is the opinion of McKenna and Whiteman that it would not be a good decision; our recommendation is street trees, how they should be planted, and the types of trees you should be using to address the issues raised like branches blocking store fronts, litter, and irrigation

Hatfield said she feels the DDA and Steering Committee need to have a meeting where they work together to decide the types of trees, how they are planted as well as other streetscape elements; she said she thought that was what there were going to be doing at the special meeting; Button said she felt there were too many unanswered questions as to how the streetscape planning was going to work; Harvey said she wanted DDA members to be comfortable and understand how the plan is designed to work—determining what trees would be planted, as well as where and how, then the DDA will make the final determination, consistent with the plan; then decisions can be made regarding phasing and funding

After further discussion it was determined that DDA members had not received copies of the proposed plan that was presented to the Streetscape Steering Committee during a Zoom meeting, May 7; Harvey said the cost estimates for the various elements of the streetscape plan allow the Steering Committee and DDA to get an idea of what they want to prioritize and it gives McKenna and Whiteman figures to use when seeking funding for the project

Denton asked if there was still funds available to cover the cost of revisions to the plan; Harvey said there are; Woods asked if the plan could be changed after the grant or other funding had been obtained; Harvey said that plans can be changed,; but, when requesting grant money, they need to provide some sort of plan or documentation as to what they are moving toward

Denton asked what would happen to the cost estimates in the plan if the DDA chose to do nothing at this time, due to the sluggish business environment due to COVID-19; and then came back to it in 12 months or so; Harvey said there is nothing wrong with shelving a plan; she said she would recommend getting the plan refined and adopted, then determine the time and pace of the implementation; Albrecht asked if it was possible to give an extended time frame when applying for grants or financing; Harvey said it was, but they need to have a time frame or schedule

Denton suggested that once all the DDA members have had an opportunity to peruse the current draft of the plan; having Harvey and representatives from Whiteman at the next DDA meeting and spend a half an hour going over the plan; Woods said DDA needed to have a work session first

Deb Hatfield volunteered to work with City staff to determine a date for a DDA work session to go over the streetscape plan.

4. DDA and Steering Committee Member Comments – None

5. Open Public Comment and Discussion – None

6. Adjournment-

Motion by Hatfield, second by Denton, to adjourn

All ayes, motion carried

Meeting adjourned at 10:10 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings
Downtown Development Authority
Workshop Meeting Minutes
August 6, 2020
Tyden Park Pavilion

A. Workshop Call to Order -

The workshop was called to order at 8:07 a.m. by Woods

B. Roll Call –

Present: Albrecht, Baker, Button, Hatfield, Tubbs, Woods

Absent: Bolthouse, Denton, Tossava

Staff Present: King, Merrick

Others Present: None

C. Discussion of Streetscape Design Draft Plan

Woods opened the discussion on the streetscape design draft plan. The discussion of topics and priorities have been compiled by Hatfield and have been attached to these minutes. All members and guests present offered comments and suggestions. The discussion was comprehensive and robust. Staff has been directed to forward the topics and priorities to the Streetscape Design Steering Committee for their review and comment. Pending the outcome of the steering committee review, a joint meeting with the DDA and steering committee may be required to further discuss design elements and priorities.

D. Member Questions and Comments - None

E. Adjournment-

Meeting adjourned at 9:55 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Dan King, City of Hastings

City of Hastings
Downtown Development Authority
Meeting Minutes
August 20, 2020
Large Pavillion, Tyden Park

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, Bolthouse, Denton, Hatfield, Tossava, Woods

Absent: Tubbs (Excused)

City Staff and Appointees Present: King, Merrick, Ponsetto, Pratt Resseguie

Others Present: Froncheck (J-Ad Graphics)

Pledge to the Flag

2. Approval/Additions/Deletions to Agenda –

Motion by Tossava, second by Hatfield, to approve the agenda as amended with the addition of the pledge to the flag

All ayes, motion carried

4. Approval of Minutes from July 16, 2020 DDA meeting, July 24, 2020 DDA Special Meeting, and Aug. 6, 2020 Workshop-

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

All ayes, motion carried

5. Receive Financial Statements & Budget for Review –

King said the budget form has been updated with the City Council approved 20/21 FY revenue and expenditure; current financial data is not available due the 19/20 FY year end audit closeout

Woods asked if there would be a decrease in the budgeted income; King said not for the DDA; the biggest revenue decrease for the City of Hastings as a municipality would be for major and local streets; Tossava said

the city had applied for funds through the federal Cares Act; he said if the City does receive funds from the Cares Act, it would applied to streets

6. Façade and BEIG Update-

King said the façade grant status sheet is updated, except for those listed as agenda items 8A and 8B because the funds have not yet been dispersed

King said the BEIG update is not available due to the year-end closeout; he said there have been no new BEIG loan applications, so the amount available has increased; Woods asked if there have been applications for the emergency loans; King said no but the funds are still available as long as Michigan remains in a state of emergency

7. Open Public Comment and Discussion – None

8. Old Business

A. Downtown Parking Enforcement Discussion with Chief Pratt

Woods opened the discussion of downtown parking and enforcement; King said that while the circuit court ruling had been overturned and law enforcement could resume chalking tires; however, the City's handheld unit for issuing tickets is no longer functioning and cannot be repaired because it is obsolete; so the enforcement officer has not been able to issue warning tickets or stepped fines for chronic offenders

Pratt said the officer is currently issuing \$5 tickets for all parking violations, and enforcing handicapped parking et cetera; a new handheld unit is available with updated software that allows information to be stored to the cloud rather than a hard drive in the office and will still allow the officer to issue warnings and tickets with incremental fines for chronic offenders; he said the unit costs \$3,252.42 and when it becomes available the City is first in line

The Board discussed where ticket revenues go; the continued problem of merchants parking on State Street, how the City will handle the increased demand for residential parking once the new developments are built; and making the current temporary three-hour parking limit permanent

It was the consensus of the Board to direct staff to ask the City Council to consider making the three-hour parking limit permanent

Motion by Denton, second by Tossava, to cover the \$3,252.42 cost to purchase a new hand help unit for parking enforcement

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

Nays: Bolthouse

Absent: Tubbs

Motion carried

B. ChargePoint Fee and Activation for Electronic Vehicle Station

Motion by Bolthouse, second by Button, to set the activation fee at \$1 per hour for the first two hours, then \$5 per hour thereafter

All ayes, motion carried

9. New Business

A. Façade Grant Reimbursement 305 N. Michigan Ave.

King said the property owner has completed the proposed work and has submitted the related invoices for the completed work; staff has approved the completed work and the applicant will be reimbursed in the amount of \$4,074, which is the grant portion of the total project cost of \$8,572.

B. Façade Grant Reimbursement 205 S. Jefferson St.

King said the property owner has completed the proposed work and has submitted the related invoice and staff has approved the completed work; the owner will be reimbursed in the amount of \$5,500, which is the grant portion, including \$500,000 architectural cost, of the total project cost of \$12,000

C. 2020 WMTA Webcam Initiative

King presented Board with information on an offer from the West Michigan Tourism Association, of which the DDA is a member, that would provide the City with a webcam, internet presence on the WMTA website, City website, social media and more; Bolthouse said she WMTA webcams were very easy to find online; the Board also discussed it's current contract with Adams Outdoor for a billboard in Caledonia; issues with getting Adams to comply with requests in a timely manner; the Board also discussed switching to another billboard company, the potential to use geo-fencing for online advertising, and television advertising

Staff was directed to look into geo-fencing, billboard companies and other potential billboard locations, asking representative from the WMTA to attend a future meeting to answer questions about webcams, and to research geofencing and TV advertising to bring information about cost and reach to an upcoming meeting as well

10. DDA Member Comment –

Denton said sidewalk sales will be held Sept. 18 -19 and Girls' Night Out is slated for Thursday, Oct. 1

11. Open Public Comment and Discussion – None

12. Adjournment

Motion by Bolthouse, second by Denton to adjourn

All ayes, motion carried; meeting adjourned at 9:14 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings

Downtown Development Authority/Streetscape Design Steering Committee

DRAFT Meeting Minutes

August 31, 2020

Large Pavilion Tyden Park

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 9:03 a.m. by Woods

Roll Call –

Present: Albercht, Baker, Button, Denton, Hatfield, Tossava, Woods

Absent: Bolthouse, Tubbs

Staff and Appointees Present: King, Ponsetto, Resseguie

Others Present: Dave Hatfield (Streetscape Design Steering Committee), Rebecca Harvey (McKenna Wightman), Colleen Watson

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Motion by Tossava, second by Denton, to approve the agenda as presented

All ayes, motion carried

4. New Business-

A. Joint Meeting with Streetscape Design Steering Committee-

Woods opened the discussion and said that funding for the streetscape project is obviously a priority; Hatfield, from the steering committee asked if the streetscape would be funded from the DDA budget or if additional sources of funding would be sought; Woods said the DDA budget would not be able to cover the entire cost so they would be looking at grants and/or a loan from the City; Denton said that currently the DDA is trying to finalize what elements they would like to see incorporated in the news streetscape and get an idea of what items are a priority and get an idea of the cost

DDA and Committee members discussed priorities: Water system for planters and baskets, whether a snow melt system for the sidewalks would be worth the investment in the long run and could the snow melt

system also include streets; removing telephone poles in alleys and parking lots; fewer trees and the trees in planters that could also double as seating areas; only short light poles in downtown business district, some (alternating with tree planters) with circular flower baskets and an integrated sound system; and outlets for Christmas decorations

Board and committee members also discussed whether to incorporate mid-block pedestrian crosswalks; making Jefferson Street between Center and Apple one-way (north) for vehicle traffic to allow angle parking; and possibly making Church Street between Apple and Center one way (south)

Woods said that most Committee and DDA members said they didn't feel the rear of buildings are not a priority at this time: Harvey recommended leaving it in the plan as a possible later phase marked as a lower priority

Other streetscape features discussed included an outdoor fireplace; possibly incorporating a summer water feature; the types of trees to be used downtown; the number of bike racks downtown and where they should be placed to discourage bicycles on the sidewalks (getting feedback from the local Blue Zones committee about the bike racks)

5. DDA and Steering Committee Member Comments-

It was the consensus that another joint meeting of the DDA and the Streetscape Design Steering Committee be held before the streetscape plan is finalized

6. Open Public Comment and Discussion – None

7. Adjourn –

Motion by Tossava, second by Hatfield, to adjourn

All ayes, motion carried; meeting adjourned at 10:09 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings
Downtown Development Authority

Meeting Minutes

Thursday, Sept. 17, 2020

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:08 a.m. by Woods

Roll Call –

Present: Baker, Bolthouse, Button, Denton, Tossava, Woods

Absent: Albrecht, Hatfield

Excused: Tubbs

Staff Present: King, Merrick, Ponsetto

Others Present: John Resseguie and Jim Cary, Hastings City Council; Peter Levy, Weather Metrics; Dan Sippel and Karen Breckon, WMTA

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Woods moved Item 7C., Webcam Presentation from the West Michigan Tourist Association to the Top of 8. Old Business, and added Item 8 D. BEIG Loan Application for 125 S. Jefferson Street to New Business

Motion by Bolthouse, second by Button, to approve the agenda as presented

All ayes, motion carried

4. Approval of Minutes –

Motion by Denton, second by Baker to approve the minutes of the August 20, 2020 DDA meeting and the August 31, 2020 Special Meeting

All ayes, motion carried

5. Receive Financial Statements & Budget for Review –

King presented the board with an overview of the DDA's current budget status

6. Façade and BEIG Update-

King said that the DDA had dispersed \$17,928 of the \$50,000 budgeted for façade grant reimbursement for the 2020/2021 FY; and the DDA had received its first BEIG loan application for the 2020/2021 FY from the owner of 125 S. Jefferson St., it is a request for a \$10,000 loan to replace the roof of the building

7. Open Public Comment and Discussion – None

8. Old Business

C. Webcam Presentation from the West Michigan Tourist Association-

Breckon, Levy and Sippel made a presentation to the DDA regarding the live stream webcams and how they are being used to draw attention to communities and promote tourism; they answered questions from the board about installation, mobility of cameras, cost and the best placement for a webcam; Woods asked that the webcam be included on the agenda of next month's DDA meeting when there will be further discussion of advertising options

A. Façade Grant Reimbursement Request 228 N. Jefferson St.-

King informed the board that the proposed work had been completed, the related invoices had been submitted and City staff has approved the requested reimbursement in the amount of \$3,025.00, which is the grant portion of the total project cost of \$6,050.00

B. Façade Grant Reimbursement Request 205 S. Jefferson St.-

King said the property owner had completed the proposed work and submitted the related invoices; City staff has approved the completed work and reimbursement in the amount of \$2,928. 46, which is the grant portion of the total project cost of \$5,856.93

C. Geofencing and Billboard Options Discussion-

King presented the board with information about geo fencing from Suzin Claver and information of billboards from Adams Outdoors and other billboard companies, including the location of billboards available for lease, cost and the potential outreach of each; it was the board's consensus to table the discussion until next month and then weigh all the options

9. New Business

A. West Michigan Tourist Association Annual Membership Renewal-

Motion by Bolthouse, second by Denton, to approve the renewal of membership in the West Michigan Tourist Association for 2021 for a total of \$270

Ayes: Baker, Bolthouse, Button, Denton, Tossava, Woods

Absent: Albrecht, Hatfield, Tubbs

All ayes, motion carried

Denton left meeting at 9:20 a.m.

B. Façade Grant Application for 125 S. Michigan Ave.-

Motion by Button, second by Tossava, to approve the application from Dynamite Hearing Consultants, LLC for a \$2,640.46 façade grant for the installation of new windows on all sides of the building

Ayes: Baker, Bolthouse, Button, Tossava, Woods

Absent: Albrecht, Denton, Tubbs

All ayes, motion carried

C. Parks and Recreation and Business Wayfinding Brochure Discussion-

Motion by Bolthouse, second by Tossava, to approve the creation and printing of 1,500 copies each of a business wayfinding guide and parks and recreation brochure, at the cost of \$674 each, as presented by City staff

Ayes: Baker, Bolthouse, Button, Tossava, Woods

Absent: Albrecht, Denton, Tubbs

All ayes, motion carried

D. BEIG loan Application 125 S. Jefferson St.-

Motion by Tossava, second by Bolthouse, to approve the \$10,000 BEIG loan request as recommended by the Loan Committee

Ayes: Baker, Bolthouse, Button, Tossava, Woods

Absent: Albrecht, Denton, Tubbs

All ayes, motion carried

10. DDA Member Comment –

Merrick said that she had contacted MSI about repairs to some of the sculptures on permanent display and they would provide an estimated cost of repairs once they had been inspected; she also said someone has contacted the City about purchasing *Buck*, and donating it back to the City

King said that there is another party interested in purchasing another sculpture and donating it to the City as well

Resseguie asked the DDA Board their feelings on allowing a medical marijuana dispensary in downtown Hastings; most of the board comments were in favor of looking into it

King said the Hastings Police Department is enforcing the three, rather than two-hour parking limit; City Council will consider a permanent move to a three-hour parking limit at the Sept. 28, 2020 Council meeting

11. Open Public Comment and Discussion –

12. Adjournment-

Motion by Bolthouse, second by Tossava, to adjourn

All ayes, motion carried; meeting adjourned at 9:40 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings
Downtown Development Authority
Meeting Minutes
Oct. 15, 2020

1. Meeting Call to Order and Roll Call—

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

Roll Call –

Present: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Woods

Absent: Albrecht

City Staff and Appointees Present: King, Merrick, Ponsetto

Others Present: Jessica Phillips, downtown business owner; John Resseguie, City Council member; Suzin Clavin and Chad Annis, Sinclair Broadcasting Group; Tracy Wink, Outfront Advertising

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Staff requested the addition of item C. Sale of “Tree of Life” sculpture under New Business; Denton requested item D. Downtown Business Team street banner purchase, under New Business

Motion by Tossava, second Bolthouse, to approve the agenda as amended

All ayes, motion carried

4. Approval of Minutes from September 17, 2020 DDA Meeting

Motion by Button, second by Bolthouse, to approve the minutes as presented

All ayes, motion carried

5. Receive Financial Statements & Budget for Review –

King said that updated financial statements and budget were included in the DDA packet

6. Façade and BEIG Update-

King said the façade grant status sheet has been updated to include the grant awarded last month as well as recent disbursements

7. Open Public Comment and Discussion – None

8. Old Business

A. Suzin Clavin—Digital Geo-Fencing Presentation—

Clavin and Annis presented information and answered questions from the DDA Board regarding Sinclair Broadcasting and WWMT’s geo-fencing service

B. Outfront Media Billboard and Digital Geo-fencing Presentation-

Wink presented information about billboard locations and pricing as well as geo-fencing available through Outfront Media

C. WMTA Webcam Discussion-

The board discussed the information about live webcams, presented by representatives from the West Michigan Tourist Association during the September DDA meeting

It was the consensus of the board to set a workshop to discuss the DDA’s advertising options for 2021 and beyond

D. Flatlanders/MSI Sculpture Rehabilitation Estimate-

Merrick presented information about the condition of several sculptures on permanent display that are showing signs of rust and other wear as well as a preliminary cost estimate from Flatlanders for the repairs; the actual cost will be determined once they are inspected

Motion by Tossava, second by Hatfield, to approve the expenditure of up to \$8,500 for the repair of City-owned sculptures if Ken Thompson, from Flatlanders Sculpture Supply, said the cost doesn’t exceed the value of the piece

Ayes: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Woods

Nays:

Absent: Albrecht

All ayes, motion carried

E. Adams Outdoor Billboard Discussion-

Motion by Denton, second by Bolthouse, not to renew the DDA’s contract with Adams Outdoor for 2021

All ayes, motion carried

9. New Business

A. Michigan Trails 2021 Advertisement-

Motion by Bolthouse, second by Hatfield, to approve the expenditure of \$736.25 to advertise in the 2021 edition of Michigan Trails Magazine

Ayes: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Woods

Nays:

Absent: Albrecht

All ayes, motion carried

B. "Buck" Sculpture Sale-

Merrick said a citizen had contacted the City of Hastings staff and wished to purchase the sculpture "Buck," which is part of the 2020-2021 Downtown Hastings Sculpture Exhibit, and donate it to the City for permanent display

Motion by Tossava, second by Button, to approve the sale and accept the donation of "Buck"

Ayes: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Woods

Nays:

Absent: Albrecht

All ayes, motion carried

C. Sale of Tree of Life Sculpture-

Merrick said the Barry Community Foundation had contacted City staff about purchasing the "Tree of Life" sculpture for \$6,500 and donating it to the City of Hastings

Motion by Tossava, second by Button, to approve the purchase and accept the donation of the "Tree of Life" sculpture by the Barry Community Foundation

Ayes: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Woods

Nays:

Absent: Albrecht

All ayes, motion carried

D. Downtown Business Team Street Banner-

Denton said the Downtown Business Team was interested in requesting the DDA purchase a street banner promoting shopping local and small businesses, to display this holiday season and throughout the year

Motion by Button, second by Bolthouse, to approve the purchase of a street banner for a cost of up to \$500.

Ayes: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Woods
Nays:
Absent: Albrecht

All ayes, motion carried

10. DDA Member Comment –

Woods told the DDA board that Tubbs was resigning from his seat on the DDA Board and the City of Hastings Board of Review

11. Open Public Comment and Discussion –

Phillips said that her firm had received two façade grants from the DDA for which she grateful

12. Adjournment

Motion by Bolthouse, second by Tossava, to adjourn

All ayes, motion carried, meeting adjourned at 9:45 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

City of Hastings
Downtown Development Authority
Workshop Meeting Minutes

Oct. 29, 2020

1. Meeting Call to Order and Roll Call—

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

Roll Call –

Present: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Woods

Absent: Albrecht

City Staff and Appointees Present: King, Merrick, Ponsetto

Others Present: Allison Troyer Wiswell, Barry County Blue Zones Director

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda

Woods added request for grant matching funds from Allison Troyer Wiswell, the director of Blue Zones Activate Barry County to the agenda

Wiswell said her group is applying for a grant from the Michigan Department of Agriculture and Rural Development; she is asking Barry County agencies to pledge a portion of the 30 percent (\$15,000) matching funds for the \$50,000 grant; the money pledged would only be payable if the grant request is approved; the grant would be used for a feasibility study and market analysis for a food hall in downtown Hastings

Motion by Hatfield, second by Tossava, to approve the payment of \$5,000 in matching funds to Blue Zones Activate Barry County, pending the approval of their grant application to the Michigan Department of Agriculture and Rural Development

Ayes: Baker, Bolthouse, Button, Hatfield, Tossava, Tubbs

Nays:

Abstain: Denton

Absent: Albrecht

Motion carried

The Board discussed items C through H on the agenda, which includes advertising with the WMTA, WBCH holiday advertising, J-Ad Graphics holiday advertising, Outfront billboard and digital marketing,

Sinclair/WWMT digital marketing, Adams Outdoor digital marketing, and hiring Merrick to do marketing and social media for the DDA; the board also discussed how much of its budget should be spent on the various types of advertising

Motion by Button, second by Bolthouse to holiday advertising with WBCH up to last year's total of \$988

Ayes: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Woods

Nays:

Absent: Albrecht

All ayes, motion carried

Motion by Button, second by Tossava, to approve holiday advertising with J-Ad Graphics for up to last year's total of \$2,900

Ayes: Baker, Bolthouse, Button, Denton, Hatfield, Tossava, Woods

Nays:

Absent: Albrecht

All ayes, motion carried

It was the consensus of the board to pursue a contract for billboard and digital marketing with Outfront Media; King was directed to contact Outfront and get a proposal, including costs for consideration at the next DDA meeting

It was the consensus of the board to recommend to the Hastings City Council that the City Police Department not issue parking tickets, except for handicapped spaces, until the end of the year

DDA Member Comment –

Adjournment

Motion by Tossava, second by Bolthouse, to adjourn

All ayes, motion carried

Meeting adjourned at 9:51 a.m.

Patty Woods, Chair

Deb Button, Secretary

City of Hastings
Downtown Development Authority
Meeting Minutes
Nov. 19, 2020
Via Zoom

1. Meeting Call to Order and Roll Call—

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

Roll Call –

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

Absent: Hatfield

Staff Present: King, Merrick, Ponsetto

Others Present: John Resseguie, Tracy Wink

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Woods added 8 D. Digital Sign Control Upgrade under New Business

Motion by Tossava, second by Denton, to approve the agenda as amended

All ayes, motion carried

4. Approval of Minutes –

Motion by Denton, second by Tossava, to approve the minutes of the Oct 15, 2020 DDA Meeting and the Oct. 29, DDA Marketing Workshop as presented

All ayes, motion carried

5. Receive Financial Statements & Budget for Review –

King said the DDA has received Local Community Stabilization funds from the State of Michigan in the amount of \$49,921.67 and the total approved amount of the special assessment for parking was transferred as was the DDA contribution to the General Fund

6. Façade and BEIG Update-

King said the BEIG loan approved for Tony Jacinto at Hungry Howie's Pizza will be closing at the end of November

7. Open Public Comment and Discussion –

Tossava introduced Wiswell as the new member of the DDA Board

8. Old Business

A. Outfront Media Proposals

King gave a brief synopsis of the DDA's recent marketing campaign with Adams Outdoor Media and its search for a more cost-effective and up-to-date option, which led to the selection of Outfront Media

Wink, from Outfront Media gave an overview of a proposal for a combined billboard and geofencing marketing campaign; DDA board member discussed the areas they would like to see included in the geofencing, and when they would like to start date and duration of the billboard and geofencing campaigns

Motion by Bolthouse, second by Denton, to approve the expenditure of \$6,825 for 13 four-week sessions for a billboard from Outfront Media to start as soon as possible

Ayes: Albrecht, Baker, Bolthouse, Button, Denton, Tossava, Wiswell, Woods

Nays:

Absent: Hatfield

All ayes, motion carried

Motion by Denton, second by Bolthouse, to approve the expenditure of \$1,000 per month for six months, starting April 1, 2021 for geofencing with Outfront Media

Ayes: Albrecht, Baker, Bolthouse, Button, Denton, Tossava, Wiswell, Woods

Nays:

Absent: Hatfield

All ayes, motion carried

9. New Business

A. Three Hour Parking Sign Decals-

Motion by Bolthouse, second by Tossava, to approve the expenditure of \$341 for the purchase of decals to be placed on parking signs in the downtown area

Ayes: Albrecht, Baker, Bolthouse, Button, Denton, Tossava, Wiswell, Woods

Nays:

Absent: Hatfield

All ayes, motion carried

B. Discussion of Cancellation of December 2020 DDA meeting

It was the consensus of the board to cancel its December 2020 meeting at this time; should there be a need for board action, a meeting can be scheduled

C. Magnetic Calendars

Motion by Bolthouse, second by Tossava, to approve the expenditure of \$640 for the purchase of 1,000 2021 magnetic calendars

Ayes: Albrecht, Baker, Button, Denton, Tossava, Wiswell, Woods

Nays:

Absent: Hatfield

All ayes, motion carried

Hatfield left Zoom meeting

D. Upgrade Digital Sign Control Software

Motion by Wiswell, second by Tossava, to approve the expenditure of \$1,102.75 to upgrade the software for the Welcome Sign at Cook Rd

Ayes: Albrecht, Baker, Bolthouse, Denton, Tossava, Wiswell, Woods

Nays:

Absent: Button, Hatfield

All ayes, motion carried

10. DDA Member Comment –

Denton reminded board members to support local restaurants during the latest round COVID-19- related dine-in closures; Board and staff discussed outdoor dining options, and grant money for them, which is being offered through the BCCCEDA

King said that construction is moving forward on the Hastings Pharmacy expansion on W. State St.

11. Open Public Comment and Discussion – None

12. Adjournment-

Motion by Bolthouse, second by Denton, to adjourn

All ayes, motion carried; meeting adjourned at 9:19 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings