

#### **AGENDA**

City of Stanton Downtown Development Authority
Tuesday, November 6, 2018 – 2:00 p.m.

Stanton Community Fire Department – 221 S. Camburn St

#### \*\*Call City Hall if unable to attend\*\*

- 1. CALL TO ORDER Pledge of Allegiance
- 2. ROLL CALL Brandon Stowell, Chair Ken Burris, Mayor Diane Lowell Jim Vanas Rachael Kilduff
- 3. AGENDA Approve agenda
- 4. PUBLIC COMMENT
- 5. MINUTES Approve meeting minutes of October 2, 2018
- 6. CURRENT BUSINESS
  - a. Tree Committee Report (Diane & Brandon)
  - b. Set next "Business After Hours"
  - c. Discuss tree lighting ceremony
- 7. NEW BUSINESS
  - a. Discuss Stanton DDA co-hosting with White Pine District Library for "An Old Fashioned Christmas in Stanton" event on December 13<sup>th</sup> beginning at 5:30 PM.
  - b. Discuss future DDA events, programs and outreach activities.
- 8. ADJOURN Next meeting: Tuesday, December 4, 2018 at 2:00 p.m.

Location change for this meeting is due to the 2018 Michigan elections occurring at Stanton City Hall on Tuesday, November 6, 2018.



225 S Camburn St Stanton, MI, 48888 Phone (989) 831.4440 Fax (989) 831.5756 www.StantonOnline.com

#### **Downtown Development Authority**

Minutes of the October 2, 2018 Meeting

Call to Order: 1411

Roll Call:

Present: Brandon, Diane, Rachel, Vester

Absent: Jim (excused), Ken

Motion to approve: Diane second Rachel

No Public Comments

Minutes approve Diane second Rachel

#### Current:

Tree: 3-4 trees picked out for rapid growth and leaves to be above street signs

Facade: Franz Mogdis provided a brief update on the 106 Main St. property and passed out summary information with cost estimates for remodeling. Franz anticipates the project will be complete by spring of 2019. A follow up meeting with the City Manager, Sue Devries of MEDC, and Franz Mogdis is scheduled for October.

#### **New Business:**

Downtown Lighting: Recommendation to City Commission that a contract with Holiday Decoration and Display, LLC of Hudsonville, MI be approved for the supply, installation and removal of twenty-seven (27) pole decorations on the decorative streetlights along Main Street. Unanimous

#### Tree Lighting:

Discussion on the idea to collaborate with Montcalm County for 2018 tree lighting event. donate/participate with their tree lighting ceremony on November 30 or an alternative date. Will revisit the issue after the County organizer meets with her group to discuss plans. Motion by Stowell second by Kilduff to table the tree lighting discussion until the next meeting. Voice vote

Meeting Times: The next meeting will be held on November 6, 2018 at 2PM at the Stanton Community Fire Department due to the Michigan elections at Stanton City Hall.

Adjourn: 1453 hrs

## Business Plan of: Dirty Dog Dippin Hydrographics

#### **Executive Summary**

In the year 2018, on the day of March 30<sup>th</sup> Dirty Dog Dippin Hydrographics was incorporated as a limited liability company in the State of Michigan.

#### The purpose of the company is to:

- Provide custom craft colors and design to specific items at the consumers request.
- Provide private custom entrepreneur training in the areas of custom craft color and design using water-transfer techniques.
- Provide private custom storage.

#### Our mission statement is as follows:

Our company and staff is dedicated to providing the highest quality of Custom Craft Color and Design and Water-transfer Training to companies and individuals of different industries.

#### Our long-term goals are:

 To continue dedication to providing the highest quality workmanship while meeting the agreed delivery dates and executing the custom work in accordance with the customers concepts.

- To provide above standard industry training in the concept, design, preparation and application of the technique of water-tranfer printing to a new generation of entrepreneurs.
- To continue education as a company on the new and current products and techniques for our customers.

#### **Industry Analysis**

The industry that Dirty Dog Dippin Hydrographics will be operating in is the Custom Water-transfer Printing. Also known as Hydrodipping.

The annual gross sales of the industry is currently around \$1,000,000,000.00 with \$20 - \$40 million being the annual market size for hydro dipping film sales.

The water-transfer printing (hydro dipping) industry is said to be growing more as more people and industries are getting aware of the possibilities the industry affords. The hydro dipping business is regarded as more of a craft then a commodity. Those that are into hydrographics as processors or coaters have had previous experience from painting markets. The segment is expected to continue to grow particularly for companies that are of medium scale.

The water-transfer printing business is one that uses amazing technology and has limitless potentials. It is unique in its field as it is the only technique in the world that uses water for printing a pattern on an object.

The hydro dipping business can be defined as a process were objects are painted with a pattern by water application to surfaces that are three-dimensional in nature. The different surfaces where hydro dipping can be applied on are plastic, glass, metal, hardwood and other such materials.

#### **Business Operations:**

Located at – 106 W. Main St.

Stanton, MI 48888

Hours of operation will be:

Monday – Friday

9 am to 4 pm

Closed on all Major Holidays

Website marketing will be ongoing.

Social media marketing will be ongoing.

There is no local competition

#### Management of the Company

The company will be managed by Jackie Simmons, Owner

Jackie Simmons has held 3 different management positions. As a department manager for D & W Foods. And as an office manager for two different dental practices, one in Michigan and one in northern Virginia. Jackie also taught for three years on a college level for Coronthin College based in California at one of their Tech/trade schools Everest, in Grand Rapids, MI. Jackie Simmons has also been active in the commercial painting industry and residential for 6 years now.

Jackie Simmons has had extensive training at Ozark Hydrographics in Missouri. Ozark hydrographics is regarded as one of the top brands and dipping companies in the united states and worldwide. Matt McQuisten, owner of Ozarks hydrographics, has also pledged to be an

exclusive business mentor for Jackie Simmons. Which will in turn give Dirty Dog Dipping Hydrographics an insider track and association with a well known successful hydrodipping business with real time numbers to project realistic financial numbers and in the Branding of Dirty Dog Dippin Hydrographics in the water-transfer printing industry.

#### **Marketing Strategy**

The target market for this service is companies and individuals of multiple industries needing custom water-transfer printing.

Dirty Dog Dippin Hydrographics will use marketing strategies and ideas such as:

- Physically marketing our services to our intended market group by using local newspapers.
- Joining local business associations at the location of the business.
- Joining other networking groups including but not limited to, local T.V. and Radio.
- Marketing on social media platforms such as facebook, instagram, pinerest and other popular related forums and blogs to promote Dirty Dog Dippin Hydrographics and its services.
- Create a variety of different packages for various categories of services for clients to be able to work within their budget, needs and expectations.

TOTAL GSF including basement 8,000

DESIGN	0	C	ost	Cost / SF	% of Construction
	Preconstruction Services		5,000	0.63	0.4%
	Conceptual Design		20,657	2.58	1.5%
	Architectural / Structural / MEP		55,086	6.89	4.0%
	Brownfield Plan and Fee		-	-	0.0%
TOTAL DE	Environmental SIGN		10,000 90,743	1.25	0.79
TOTAL DE	SIGN		90,743	11.34	0.07
CONSTRU					
Section	Description				
00.00.00	General Conditions		122,390	15.30	9%
02 26 23	Asbestos Survey Asbestos Abatement		1,500 17,006	0.19 2.13	09 19
	Winter Conditions		-	2.13	0%
	6 Surveying		2,500	0.31	0%
01-14-19	Testing Allowance		3,500	0.44	0%
	Site Work / Excavation		25,820	3.23	2%
	Site Concrete		4,341	0.54	0%
	Brick Paver Repair Asphalt Paving		4,544	0.57	0% 0%
	3 Demolition		15,000	1.88	1%
	Concrete		24,645	3.08	2%
03-54-13	Gypsum Floor Concrete		28,560	3.57	2%
04-21-13	Masonry Restoration		44,343	5.54	3%
05-12-00	Steel/Erection		10,000	1.25	1%
00.40.00	Metal Panel Work		20.07		0%
	RoughCarpentry Lift Rental		32,247	4.03 0.31	2% 0%
	Finish Carpentry/General Trades Labor		2,448 11,860	1.48	19
	Rough/Finish Lumber		40,110	5.01	3%
	Rough/Finish Lumber - Misc		10,188	1.27	1%
06-10-00.10	Misc Framing		10,233	1.28	1%
	Insulation		8,681	1.09	1%
07-54-00			28,438	3.55	2%
	Waterproofing		7,500	0.94	1%
07-92-00	Joint Sealants H M Frames/Doors/Wood Doors/Hardware		4,712	0.59	0%
	Apartment Doors & Hardware		31,784	3.97	2%
	Overhead Doors & Operators		3,002	0.38	0%
08-52-00	Windows		25,794	3.22	2%
08-44-00	Glass & Glazing/Skylights		12,896	1.61	1%
08-62-00	Skylights			-	0%
09-21-16			73,603	9 20	5%
09-21-16 09-91-00	Metal Drop Ceiling Painting		10,519 34,398	1.31 4.30	1% 2%
	Flooring - Base		29,928	3.74	2%
10-73-13			3,021	0.38	0%
10-13-00	Directories		-	-	0%
	Knox Box		169	0.02	0%
10-14-00	Signage		93	0.01	0%
10-28-13 10-31-00	Toilet Acc		273 2,334	0.03 0.29	0%
	Fire Extinguishers/Cabinets		413	0.05	0%
	Postal Specialties		600	0.08	0%
	Wire Closet Shelving		-		0%
	Appliances - Apartments		6,000	0.75	0%
	Appliances Owners Suite Allowance		*	-	0%
	Blinds - Units		-	-	0%
	Cabinets - Owner's Suite		32,558	4.07	2%
	Cabinets - Units Counter Tops		6,572 8,535	0.82 1.07	0% 1%
14-24-00			6,333	1.07	0%
	Fire Protection		20,531	2.57	1%
	Plumbing Systems (included in HVAC)		-	-	0%
23-05-00	HVAC		155,980	19.50	11%
	PAINT BOOTH and related HVAC		30,000	3.75	2%
26-05-00			103,683	12.96	8%
	Communications Temporary Service		7,500	0.94	1%
01-95-13 01	Contingency - 15%	15%	187 159,141	19 89	0% 12%
01	Subtotal	100	1,220,080	152.51	89%
01-41-26			12,201	1.53	1%
	Construction Drawings		1,000	0.13	0%
01	Builders Risk		1.163	0.15	0%
	LEED Inspection/Certification Fees		12,500	1.56	1%
01-95-06	Utility Co. Allowance		5.000	0.63	0%
	Sublotal CM Fee	10%	1,251,944 125,194	156.49 15.65	91%



225 S Camburn St Stanton, MI, 48888 Phone (989) 831.4440 Fax (989) 831.5756 www.StantonOnline.com

To:

Stanton DDA

From:

Vester Davis, City Manager

Date:

October 30, 2018

Subject:

Stanton Holiday Celebrations

At the DDA meeting in October, discussion was held on the possibility of collaborating with the Montcalm County offices to have a collaborative tree lighting ceremony on November 30<sup>th</sup> and the White Pine District Library's holiday event on December 13<sup>th</sup>.

#### **Collaborative Tree Lighting Ceremony**

Jenni of Montcalm County administrative offices emailed a reply essentially stating that the County is open to the idea of having a joint tree lighting ceremony at the County Administration Building. However, the County is working on a tight timeline and would like to have a few DDA members join them at an upcoming planning meeting.

In my opinion, Stanton DDA should consider the following:

- Will a collaborative tree lighting ceremony replace the City's own tree lighting ceremony on S Camburn Street?
- Who is willing to maintain the lines of communication with the County?
- Are there any financial commitments?

If the DDA would rather have its own tree lighting ceremony then quick planning to pull off an event is of the utmost importance.

#### An Old Fashioned Christmas In Stanton

The White Pine District Library is planning another holiday event for December 13<sup>th</sup> and Stanton DDA has been asked to join in on this event as well. Attached is a copy of the event flyer for your review.

# AN OLD FASHIONED CHRISTMAS IN STANTON



THE WHITE PINE DISTRICT LIBRARY, THE STANTON ROTARY, THE STANTON D.D.A. ANDERSON AND GIRLS AND THE CITY OF STANTON

### INVITE YOU TO AN EVENING OF HOLIDAY FUN! THURSDAY, DECEMBER 13TH

5:30 Meet at the White Pine district Library for crafts, cookies and cocoa and a visit with Santa!

7:00 join the Central Montcalm choir and the rest of us for an old fashioned caroling "hayride" around Stanton!

PLEASE CALL: 989–831–4327 TO REGISTER YOUR FAMILY FOR THIS EVENT!