

# Draft Agenda

## HEDRA Workshop - February 16, 2011

### Hudson Redevelopment

- 1) Status Update
  - a. Environmental Cleanup
  - b. Maintenance
  - c. Grants
  - d. Historic Nomination
- 2) Issues
  - a. Stark Reuse Plan
    - i. Reaction by HEDRA Members
    - ii. Reaction by Developers
    - iii. Status of 1945 Addition
    - iv. Reuse versus total demolition of property
    - v. New Development Concepts
  - b. Demolition of 1974 Addition
    - i. Timeline
    - ii. Salvageable items
  - c. Marketing of Site
    - i. When
    - ii. Tie into Marketing Plan
    - iii. Tie into Bridge Project
  - d. Financial Analysis - Ehlers
    - i. Analysis of Potential Uses
    - ii. TIF generation
  - e. Conformance to City Plans
    - i. Heart of Hastings
    - ii. Comprehensive Plan
    - iii. Zoning
    - iv. Parking
  - f. Riverfront Link
    - i. Parkland
    - ii. National Park Service Participation
    - iii. Docking
- 3) Next Steps
  - a. Additional Information Needed
  - b. Priorities
  - c. Goals and next steps

## Marketing Plan

- 1) Prioritize business locations/types for economic development
- 2) Develop HEDRA Messages
  - a. Reach agreement/refine HEDRA and general messages depending on target audiences (see Key Messages)
  - b. Develop boilerplate language about HEDRA for news releases and other communications based on Key Messages
  - c. Utilize messages/highlight components of messages depending on key business targets. For example, if HEDRA is seeking tourist organizations, Hastings' riverside and open areas should be priorities. If HEDRA is seeking big box retail companies, prioritize use of the "gateway" messages.
- 3) Assemble case studies/success stories
- 4) Develop Promotion Kit
- 5) Direct Outreach to Existing Businesses
  - a. Brief newsletter/email update