

**PUBLIC NOTICE OF ELECTRONIC SPECIAL MEETING OF THE CITY OF HART  
ECONOMIC & REDEVELOPMENT TEAM BOARD OF DIRECTORS**

**PLEASE NOTE: THIS NOTICE IS GIVEN AND PUBLISHED PURSUANT TO SECTION 1  
(a) OF EXECUTIVE ORDER 2020-75 ISSUED BY GRETCHEN WITHMER, GOVERNOR  
FOR THE STATE OF MICHIGAN.**

**The City of Hart H.E.A.R.T Board is holding a special meeting electronically as a result of the COVID-19 virus and to protect the health, safety and welfare of the citizens of Hart, Michigan of such virus, pursuant to law and the mandates of Executive Order 2020-77 issued by Governor Gretchen Whitmer.**

**When: Friday, May 15, 2020 at 11:00 AM Eastern Time (US and Canada)**

**Refer to the City's website to view the complete Agenda and Packet for the meeting.  
If you have questions , please call 231-873-2488 prior to 10:00 AM on Friday May, 15  
2020**

**THIS MEETING IS SUBJECT TO AN EXTENSION OR NEW EXECUTIVE ORDER ISSUED  
AFTER APRIL 15, 2020 AT 11:59 THAT SUPERSEDES EXECUTIVE ORDER 2020-15**

Join Zoom Meeting

<https://us02web.zoom.us/j/89012898059>

Meeting ID: 890 1289 8059

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Dated: May 14, 2020

Lynne Ladner, MPA  
City Manager

# Memo

To: H.E.A.R.T. Board of Directors  
From: Nichole Steel  
Date: 05/13/2020  
Re: Use of Funds – Gift Card Stimulus

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As you know, the COVID-19 Executive Orders (EO) have had a devastating effect on non-essential small businesses within the City of Hart.

I am asking the Hart Economic & Redevelopment Team to consider implementing the following Hart Gift Card Stimulus Program (HGCSP) to generate an anticipated cash flow of \$70,000 for **qualifying** Hart business (who choose to participate) and who were open and operating prior to the first Executive Order. A qualifying business is defined as one of the following:

1. a retailer deemed non-essential and closed due to the EO,
2. a restaurant or food/beverage establishment closed or reduced due to the EO,
3. a personal service provider (spa, hairdresser, nail technician, etc.) who closed due to the EO

This program, as proposed, would utilize \$20,000 from HEART's fund balance of \$80,000 (acquired from the former Hart Main Street) towards a local stimulus.

## **Hart Gift Card Stimulus Program Overview ("Buy Now Shop Later"):**

Gift cards will be available in \$25 increments on one central website. For every \$25 gift card purchased, the H.E.A.R.T. will provide an additional \$10 gift certificate **to that same business** at no added expense to the purchaser. So the consumer gets a \$35 gift card for \$25.

E-gift cards will be immediately generated upon purchase. Once all the gift cards have been purchased, the H.E.A.R.T. will send a check for \$35/gift card purchased to businesses that received purchasers.

***Example: (100) \$25 gift certificates purchased by the public for XYZ Business. XYZ Business receives a check from the H.E.A.R.T. for \$3,500.00. H.E.A.R.T. invests \$1,000 in XYZ business.***

### **Pros and Cons:**

- + \$3500 is helpful right now!
- - not all businesses will get the investment; investment will be driven by customer loyalty and businesses promoting their customers to support them

### **Investment:**

\$20,000

Maximum number of gift cards to be sold = **2,000** (2,000 @ \$10/card = \$20,000)

Potential amount generated for local business: **\$70,000** (2,000 x \$35/card = \$70,000)

### **Mechanics:**

1. Hart businesses qualify to be part of the HGCSP by being:
  - a. Located within the City of Hart

- b. A business that was open and operating prior to the EO
- c. And one of the following:
  - i. Retailer deemed non-essential and closed due to the EO
  - ii. Restaurant or food/beverage establishment closed or reduced due to the EO
  - iii. Personal service provider (spa, hairdresser, nail technician, etc.) closed due to the EO

***Those not qualified would include office service type businesses – banks, attorneys, financial advisors, etc.***

2. Qualified businesses must SIGN UP by **May 22** (very easy online sign up to say, “yes list me as a participant”) simply by indicating they are interested in being marketed as a participating business in the HGCSF. Businesses that sign up agree to the following:
  - a. Honor the identified gift certificate at any time when presented by the bearer for the amount indicated (no “use by” date). Within a year of purchase.
  - b. Make sure W-9 is up to date.
3. The H.E.A.R.T. promotes the HGCSF via social media, press release, email, etc.
4. Customers purchase gift cards online through Gift Up – a page on HEART’s website
  - Gift Up is doing a one-time \$5,000 of services for free!
  - GC only available in \$25 increments
  - Each GC has to be purchased separately – you can buy multiple \$25 gift cards to one business. You have to purchase a separate card per business
5. Platform provides immediate E-gift card for customer
6. Program ends once targeted amount of gift cards are sold
7. Gift Card revenues transferred to HEART’s bank account from Gift Up through PayPal or Stripe
8. Funds transfer from HEART’s bank account to HEART’s expenditure account
9. Funds transfer from H.E.A.R.T, Misc Account to Raise Up expenditure account
10. H.E.A.R.T. issues stimulus checks to businesses



The City of Hart H.E.A.R.T Board is meeting electronically as a result of the COVID-19 virus and to protect the health, safety and welfare of the citizens of Hart, Michigan of such virus, pursuant to law and the mandates of Executive Order 2020-21 issued by Governor Gretchen Whitmer.

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## **Agenda**

### ***HART ECONOMIC AND REDEVELOPMENT TEAM***

#### **SPECIAL MEETING**

**Friday May 15, 2020**

**11:00 am**

**Location: City Hall, 407 State St., Hart, MI 49420**

1. Call to order by Chair Splane
2. Roll call
3. Public comment
4. Consent Agenda
  - a. Approval of 04.15.20 minutes
5. Action Items:
  - a. Hart Gift Card Stimulus Program
6. Board Member Comments
7. Next regular meeting
8. Adjournment



## **H.E.A.R.T. BOARD MEETING**

Wednesday, April 15, 2020, at 4:00 PM

City of Hart  
407 State St.,  
Hart, MI 49420

### **Minutes**

**Members Present:** Scott Beal, Tracey Lipps, Brandi Bruch, Brandon Bruce, Rob Splane (late), Jake Tufts, (all via Zoom) and Lynne Ladner

**Absent:** Vicki Platt

**Others Present:** HEART Director – Nicole Steel (Zoom), Christine Rickard (Zoom), Deputy City Clerk – Cheri Eisenlohr

**Call the Meeting to Order:** VP. Ladner called the meeting to order, Mr. Splane called in and took over the meeting from VP Ladner.

#### **Public Comment:**

- None

#### **Consent Agenda:**

- Minutes of the 2/13/2020 meeting.
  - Ms. Ladner made a motion to accept the agenda, supported by Mr. Lipps, roll call vote – all ayes, motion carried.

#### **Action Items:**

- TOP 3-5 focus areas for the heart with timelines
  - Ms. Ladner suggested promoting gift cards for business to sell now, and customers redeem later. Ms. Steel will discuss with local vendors.
  - Morale downtown is down and continuing to fall; the more prolonged the shutdown is in place.
  - Ms. Ladner suggested that a directory be created listing business locations and operating hours.
  - Create a document similar to what the MEDC uses – this will be discussed in depth at the next meeting.
  - Look into creating fliers to be placed in strategic places with business info listed.
  - Mr. Bruce will look into placing the fliers into the lunches that the school distributes.
- Mission Statement
  - Possibly form a committee to recommend 2-3 mission statements for the HEART to vote on at the May meeting.
    - Each committee member is to submit one.
- HEART'S response to Covid-19
  - The question of whether or not the City can "forgive" utility bills was asked – per Ms. Ladner that answer to that is no. No shutoff's or late fees are being done at this time. Payment programs may be established when the City is no longer shutdown.
- Upcoming Events
  - Memorial Day 5k – canceled
  - Farmer's Market – canceled
  - Hart Sparks – fireworks have been purchased. This event could become huge due to other communities not having their displays.
    - Ms. Steel, Ms. Bruch, and Mr. Beal will form a subcommittee to work with the Council on City events.
  - Music on the Commons (June 11 – August 27) – this event is still scheduled for the books.

#### **Board Member Comments:**

- Ms. Steel thanks Christine Rickards for all of her assistance and groundwork in establishing the new office.

**Adjourn:** Ms. Platt made a motion to adjourn at 5:07 pm, supported by Ms. Ladner, all ayes, the motion carried.

**Next Meeting:** Wednesday, May 20, 2020, at 4:00 pm.