



*City of Hart, Michigan*

H.E.A.R.T. BOARD

**November 1, 2023, 2:00 PM**

**Hart City Hall Community Center, 409 State Street, Hart, Michigan**

### **AGENDA**

1. Call to Order
  - a. Roll Call (Scott Beal, Catalina Burillo, Sue Payne, Maria Rosas, Hannah Juhl, Justin Adams, Noble Graham-Lattin)
2. Approval of Agenda
3. Public Comment
4. Approval of Consent Agenda
  - a. October Regular Meeting Minutes
5. Action Items
6. Updates/Discussion Items
  - a. 2024 HEART Sponsorship Package Review
  - b. Strategic Objectives Review & Reprioritize
  - c. 2024 Proposed Events & Discussion
  - d. 2024 Downtown Banners
  - e. Events:
    - i. Fall Decorating Contest
    - ii. Halloween Activities October 31
      1. Parade @ 1:15pm, Downtown Business Trick-or-Treating 3:30 – 5:30 pm, citywide 6-8p
    - iii. Home for the Holidays Christmas Parade – Nove 24th @
    - iv. Small Business Saturday – Activities and Shopping throughout downtown – Nov 25th 6:30p – 8:30p
7. Next Regular Meeting Wednesday, December 6, 2023 @ 2 PM
8. Adjournment



## CITY OF HART

407 S. STATE ST.

HART, MI 49420

Hart Economic and Redevelopment Team (H.E.A.R.T.)

October 4, 2023

## MINUTES DRAFT

### 1) Call to Order

Burillo called the meeting to order at 2:02 pm.

#### a) Roll Call

- **Members present:** Catalina Burillo, Noble Graham-Lattin, Hannah Juhl, Justin Adams **Absent:** Sue Payne, Scott Beal, Maria Rosas
- **Others present:** Nichole Kleiner, Tim Kersjes, Mayor Platt

2) **Public Comments** – Tim Kersjes explained what his experience was like as a recipient of the \$2500 Optimize Main Grant. He shared that the process was not too time consuming and going through the courses was a good refresher on best practices for their business. Main Street Spa used the grant money to purchase a wave system for billing and invoicing and a tablet for dedicated business use. Tim thanked the board for the opportunity and would recommend the program.

3) **Approval of the Consent Agenda** - Motion by Adams, supported by Juhl to approve the consent agenda. Motion carried.

### 4) Action Items

- a) **Appoint Hannah Juhl as Chair** – Motion by Noble, supported by Adams to appoint Hannah Juhl as chair. Motion carried.
- b) **Authorize spending for Artwalk & Hartprize in the amount of \$1750** – Nichole shared that the cost of printing the photos for Hartprize, fall decorations and the HartPrize cash prize in the amount of \$750 would cost approximately \$1750 and asked the board for permission to spend. Motion by Adams, supported by Graham-Lattin to authorize \$1750 towards Artwalk, Hartprize and Fall Decorations. Motion carried.
- c) **Authorize Director to solicit applications for the Match on Main Grant and apply to the MEDC based on the boards recommended applicant.** Motion by Burillo, supported by Adams to authorize director to apply for the Match on Main Grant. Motion carried.

### 5) Updates/Discussion Items

a) **Mural Update** – Nichole reported that after two listening sessions with our immigrant families and migrant workers, Grand Rapids artist Hugo Claudin will begin a large mural on the north wall of LaProbadita the weekend of Artwalk depicting the lives and stories he heard in the listening sessions.

#### b) Upcoming Events:

Fall Decorating Oct 4<sup>th</sup> at 4:30

Developer Day October 6<sup>th</sup> – visiting the Ceres site

Artwalk & Hartprize photo contest Oct 7 + tin man ribbon cutting

Noble & Hannah asked if downtown decorating contests would be taking place along with downtown trick-or-treating. Nichole agreed to pass this along to the events coordinator.

6) **Board Member Comments** – Nichole asked the board to come up with a “wish list” for Hart and the ideas mentioned are as follows:

- a) Focus on making Hart a bicycle friendly downtown. Fittings at bike stations don't work (the blue clips). Designate lanes leading bikers downtown from 72<sup>nd</sup> to Main Street
- b) Put calendar info the the information booth downtown in front of courthouse
- c) Demo all buildings on Ceres property except for the original mill
- d) More lights downtown, very dark at night
- e) Can we get a fountain somewhere
- f) Better utilize pocket park – have a dedication & rename in 2024
- g) More water access downtown
- h) More trash cans down Main Street & on rail trail (not sure who maintains)
- i) Festival-style race/triathlon starting and ending at Hart Lake.
- j) Themed boat parade, kayakers poker run
- k) Fresh mulch for playground at Liberty Park and John Gurney Park
- l) Pedestrian right of way signs for people crossing at the commons across State at the angled intersection.

**7) Adjournment** – Motion to adjourn made by Cat, supported by Justin. Meeting adjourned at 2:55 pm.

Respectfully Submitted,

A handwritten signature in black ink, appearing to be 'M. Williams', written in a cursive style.

Economic & Community Development Director

**HART ECONOMIC STRATEGIC INITIATIVES 2021-2022**

Development Priorities

	#1 - Development	#2 - Marketing & Promotion	#3 - Business Support	#4 - Workforce Dvpmt/Talent
A	Industrial Park	Wayfinding	training	milage
B	Downtown Streetscape	Events	networking	resource/training center
C	Sidewalks	Community Pride Efforts	annual meeting - biz of the year awards (Clancy Award)	scholarships
D	Ceres Property	newsletters	Engaging Youth & Minorities	get students involved
E	Public Transportation	communication	shop local program	childcare
F	Incentives	social media	biz directory	return to Oceana program
G	Creeks	Hart fact sheets	site visits (retention team)	make Hart more inviting
H	Parks/Recreation	Hart Lake		
I	Attract Developers	Better market natural assests		
J	Build Homes	community engagement		
K	Attract Residents	agritourism		
L	Tap into knowledge of elders	art in Hart		
M	Clean-up/Beautification Committee			
N	Improving Development Processes			

**ACCOMPLISHMENTS**

1A	working with streetscape engineer to create design	2A	near completion	3A	marketing workshop w/ cvb	4A	
1B	TIFA sidewalks to be replaced in 2024	2B	hired event coordinator	3B		4B	community center grant
1C	Ceres environmentals complete, grant request for public engagement, renderings & RFP, demo funding thru Land Bank anticipated	2C		3C		4C	
1D		2D	monthly e-newsletters emailed	3D		4D	
1E	TIFA prop improv grant, Match on Main, Optimize Main, properties listed on website	2E		3E	shop small Saturday, thrift crawl, - _____	4E	community center grant
1F		2F	ongoing	3F		4F	
1G	under development establishing a parks/rec department	2G	610 new FB followers since 2020, need to grow instagram	3G		4G	all efforts make Hart more inviting - outlet for newcomers
1H	developer day, avail properties on web, RFP's	2H					
1I		2I	FIT Grant, marketing workshop, polls, streetscape pub input, great			4I	
1J	Creeks, Ceres, Housing study complete in 2023	2J	engagement			4J	
1K		2K				4K	
1L	very active beautification committee	2L	tin man, hartprize, artwalk, new mural, new sculpture at river, hart project group			4L	
1M		2M				4M	