

City of Hart, Michigan
H.E.A.R.T. BOARD
April 21, 2021, 4:00 PM
Community Center, 409 State Street, Hart, Michigan

NOTICE OF REMOTE/HYBRID MEETING PUBLIC MEETING

**THIS NOTICE IS GIVEN AND PUBLISHED PURSUANT TO
MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES
EMERGENCY ORDER UNDER MCL 333.2253 – GATHERING PROHIBITION AND MASK ORDER EFFECTIVE NOV.
18, 2020 THROUGH JAN 31, 2021 AND PA 228 OF 2020 AMENDMENT TO SECTION 3 OF PA 267 OF 1976 OPEN
MEETINGS ACT**

April 21, 2021 04:00 PM

Virtual Zoom Meeting Link: <https://us02web.zoom.us/j/87910676828>

Meeting ID: 879 1067 6828

Phone # +1 312 626 6799 US

MEETING AGENDA

1. Call to Order
2. Roll Call (Splane, Tufts, Bruce, Beal, Lipps, Evans, Russell)
3. Public Comment
4. Consent Agenda
 - a. 03.17.21 Regular Meeting Minutes
 - b. March Financials
 - c. Executive Director's Report
5. Action Items
 - a. Accept Board Member Resignation - Russell
 - b. Board Positions and Terms
 - c. Sponsorship Request – Pitch North Competition
6. Updates/Discussion Items
 - a. Discussion of properties to recommend to our State Historic Preservation Office to support their efforts to secure a grant from the Paul Bruhn Revitalization Grant for exterior rehab
 - b. Clown Band Update – Lipps
7. Board Member Comments
8. Next Regular Meeting May 19, 2021 @ 4 PM
9. Adjournment

***Access is provided through the Michigan Relay Service for individuals with speech or hearing impairments.
<https://hamiltonrelay.com/michigan/index.html>***



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

March 17, 2021

MINUTES – DRAFT

1) Call to Order

President Splane called the meeting to order at 4:02 pm.

2) Roll Call

Members present via Zoom: Splane, Beal, Bruce, Evans and Lipps

Members absent: Tufts and Russell

Others present: Economic Development Director Steel, Sharon Hallack, George Saddler

3) Public Comments

Sharon Hallack commented on how nice the downtown banners look. George Saddler commented on the Social District supporting the idea of implementing this in downtown.

Chair Splane added item 6d “closed session for the acquisition of property” to the agenda at the request of the executive director.

4) Approval of the Consent Agenda

i. February 2021, Regular Meeting Minutes

ii. February Financials

iii. Executive Director’s Report

Motion by Bruce, supported by Beal to approve the consent agenda as submitted. Motion carried.

5) Action Items

a) Walker Building Recommendation

Steel presented team with background on Walker property asking if the board would like to recommend demolition or redevelopment. Motion by Bruce, supported by Lipps to publicly recommend demolition of the 227 E Main St for the use of temporary parking. Motion carried.

a) Establishing a Social District in Downtown Hart

Steel provided an overview of what a social district is, as defined by the liquor control commission, asking if the board would like her to present a recommendation to City Council. Evans asked that we verify that all licensees are in good standing with the state. With no objections to the idea, the HEART board recommended putting something together in collaboration with Hart Police Department and Department of Public works.

b) Alcohol in Public Parks

Discussion around whether alcohol is currently allowed in Hart public parks or not, specifically John Gurney. Having no authority on the matter, the board decided this was a conversation for City Council and Hart Police Department.

6) Updates/Discussion Items

a) Economic Development Committee Updates –

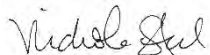
i. **Education** – Brandon reported that the committee is still pursuing options within the county to partner with a community college. West Shore Community College is still interested in having a presence.

ii. **Infrastructure** – Steel reported that HEART, TIFA and DPW are working to coordinate downtown tree removal, sidewalk repairs and other infrastructure improvements with the mandated lead line replacement requirement which has to be completed by 2025. DPW

anticipates the downtown being one of the first projects completed since it is known to have lead lines.

- iii. **Industry Activities** – executed the \$25,000 Match on Main Grant by accepting local applicants, reviewing them at board level using a scoring matrix and selecting the top two businesses and applied on behalf of LaProbadita to and Stella's Coffee House.
 - iv. **Destination and Marketing** – Beal reported that the biggest accomplishment since the last meeting was launching the new website. Beal also mentioned that we have secured a billboard on US 31 S. Lipps suggested an aerial of community members forming a heart in downtown, Sharon Hallack also suggested an aerial of the downtown.
 - v. **TIFA Update** – Steel provided an update on the improvements made through the TIFA property improvement grant. The board just approved its third application.
 - b) **Open House Day** - Nicole is working with Coldwell Banker to plan an open house day where the community can tour available commercial properties for visioning, information and networking.
 - c) **Clown Band Event** – Evans researched the idea of creating a clown festival leading up to the clown band performance on Thursday evening. He spoke with professional clowns who have availability on weeknights with prices ranging from \$300-\$1500, Dale and Gayle's Theatre is willing to participate, discussion around which date is best. Splane concluded the conversation reminding the board that we want to delegate event planning and be available for support and resources. Evans also added that corn hole tournaments can be very successful in communities.
 - d) **Closed Session to Consider the Acquisition of Property** - Motion by Bruce, supported by Evans, to move into closed session to consider the lease or acquisition of property. Motion carried. HEART board entered closed session at 5:02pm and returned to public hearing at 5:18pm.
- 7) **Board Member Comments** – Lipps shared her conversation with Gina Mead who is planning The Traveling Wall, coming to Hart in July. Gina asked if we would consider moving our Thursday performance to the fairgrounds. The board agreed with Tracy that it's best to leave things the way they are while working together with this event to promote all of Hart.
- 8) **Adjournment** – Beal made a motion to adjourn, supported by Lipps. Meeting adjourned at 4:57 pm.

Respectfully Submitted,



Economic & Community Development Director
City of Hart

04/16/2021 REVENUE AND EXPENDITURE REPORT FOR CITY OF HART						
PERIOD ENDING 03/31/2021						
			YTD BALANCE	ACTIVITY FOR	AVAILABLE	
		2020-21	03/31/2021	MONTH	BALANCE	% BDGT
FUND ACCOUNT	DESCRIPTION	AMENDED BUDGET	NORMAL (ABNORMAL)	03/31/2021 INCREASE (DECREASE)	NORMAL (ABNORMAL)	USED
Fund 244 - HART ECONOMIC AND RE-DEVELOPMENT TEAM						
Revenues						
244 540.085	DONATIONS	3,500.00	55,319.31	4,000.00	(51,819.31)	1,580.55
244 665.000	INTEREST ON INVESTMENTS	0.00	10.02	0.00	(10.02)	100.00
244 676.101	Transfer From General Fund	4,821.00	0.00	0.00	4,821.00	0.00
244 676.215	CONTRIBUTION FROM TIFA	9,000.00	0.00	0.00	9,000.00	0.00
244 676.500	FmElectric,Water,SewerFunds	11,910.00	0.00	0.00	11,910.00	0.00
244 699.000	USE OF CASH RESERVES	14,000.00	0.00	0.00	14,000.00	0.00
TOTAL REVENUES		43,231.00	55,329.33	4,000.00	(12,098.33)	127.99
Expenditures						
244 801.000	PROFESSIONAL SERVICES	1,000.00	0.00	0.00	1,000.00	0.00
244 818.000	CONTRACTURAL SERVICE	4,800.00	0.00	0.00	4,800.00	0.00
244 880.000	COMMUNITY PROMOTIONS	7,500.00	0.00	0.00	7,500.00	0.00
244 880.010	Advertizing/Promotion	5,000.00	0.00	0.00	5,000.00	0.00
244 880.020	GIFT CARD PROMOTIONS	0.00	8,900.00	0.00	(8,900.00)	100.00
244 900.000	PRINTING AND PUBLISHING	1,000.00	0.00	0.00	1,000.00	0.00
244 910.200	LIABILITY INSURANCE	1,500.00	0.00	0.00	1,500.00	0.00
244 910.800	Property/Liability/BondingIns	1,800.00	0.00	0.00	1,800.00	0.00
244 920.000	UTILITIES(HEAT,WATER,ELECT,SEW	500.00	0.00	0.00	500.00	0.00
244 956.100	CONF/WKSHOPS/TRAINING	2,500.00	0.00	0.00	2,500.00	0.00
244 956.200	MEMBERSHIPS/DUES	2,000.00	0.00	0.00	2,000.00	0.00
TOTAL EXPENDITURES		27,600.00	8,900.00	0.00	18,700.00	32.25

Fund 244 - HART ECONOMIC AND RE-DEVELOPMENT TEAM :						
TOTAL REVENUES		43,231.00	55,329.33	4,000.00	(12,098.33)	127.99
TOTAL EXPENDITURES		27,600.00	8,900.00	0.00	18,700.00	32.25
NET OF REVENUES & EXPENDITURES		15,631.00	46,429.33	4,000.00	(30,798.33)	297.03

04/16/2021 10:28 AM
User: CHERI
DB: Hart City

INVOICE GL DISTRIBUTION REPORT FOR CITY OF HART
POST DATES 03/01/2021 - 03/31/2021
BOTH JOURNALIZED AND UNJOURNALIZED
BOTH OPEN AND PAID

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 101 GENERAL FUND					
Dept 728.000 Community&Economic Development					
101-728.000-999.840	HEART PROGRAM	DTE ENERGY	NATURAL GAS	114.50	81156
101-728.000-999.840	HEART PROGRAM	LARSON'S ACE HARDWARE	HEART PURCHASE	30.35	81178
101-728.000-999.840	HEART PROGRAM	CHARTER COMMUNICATIONS	HEART - PHONE	169.47	81148
101-728.000-999.840	HEART PROGRAM	CITY OF HART	UTILITIES	130.87	81151
Total For Dept 728.000 Community&Economic Development				445.19	
Total For Fund 101 GENERAL FUND				445.19	



HEART DEPARTMENT REPORT

April 21, 2021

Updates

- Received two \$25,000 grants from the MEDC for the Match on Main Grant. Recipients are LaProbadita and Stella's Coffee House, selected by HEART Board out of 7 applicants.
- Attending weekly Michigan economic Development Corporation's Economic Development enrichment courses.
- Sent out RFP's for Wayfinding Design bids
- Ribbon cutting for the addition of a smoothie bar, bagels and salads at Lakeside Fitness scheduled for Wednesday April 14th at 10:30 AM
- Assisting John Gurney Park in the Historic District with developing new dedicated websites, attended board meeting.
- Toured the West shore Community College Manistee location
- Second county-wide meeting with MEDC, West Shore Community College, Community Foundation, Michigan Works, Oceana school Superintendents to continue discussions on opening a college extension office/trade center
- Administering for the TIFA board
- Proposing the idea of establishing a social district in the downtown
- Planning an open house tour of vacant commercial buildings in May
- Ongoing development leads and economic development assistance as needed
- Supporting our State Historic Preservation Office in applying for grant funding that if received, would provide an additional funding for Certified Redevelopment Ready Communities.

Committee Updates

- EDUCATION – Johnson St (former county annex building) proposal by architect to develop a community center with Mi! Works as the anchor tenant fell through due to the cost of construction materials causing the bid to be more than double what was anticipated. Will continue discussions to keep this effort moving forward.
- INFRASTRUCTURE – working to address downtown trees, streetscapes, wayfinding signage and applying for Wastewater Infrastructure Improvement EDC Grant (ongoing)
- INDUSTRY ACTIVITIES – open house day touring available properties, Match on Main grant administration, working on building out this committee
- MARKETING – continuing to build out new website - working on a citywide wayfinding signage proposal (to lead guests to our attractions). Market/data studies.

Next Regular HEART Meeting May 19, 2021 @ 4 PM

Respectfully Submitted,

Nichole Steel
Economic & Community Development Director

From: Nikki <nikki@bighartbrewing.com>
Sent: Thursday, March 18, 2021 9:22 AM
To: Nichole Steel <nsteel@cityofhart.org>
Subject: Position

Hello!

I feel awful I'm not able to apart of much right now. I'm writing because I may need to step down. 😞
Not because I want to but because I feel worthless in this great cause!

I'm just not available in the afternoons much and I'm so sorry! My job isn't always being at a desk ...it's running around making drinks and turning in food orders and interacting with the customers! 🙄 😊

If there is anyone else you have in mind that would make a better fit please do not hesitate to make that decision! I will not be offended at all.

Let me know your feelings on this as I just feel awful! Thank you.

-Nikki

Sent from my iPhone
Nicole Russell



**HART ECONOMIC AND REDEVELOPMENT TEAM (H.E.A.R.T.)
REQUEST FOR BOARD ACTION**

FROM: Nichole Steel, Economic and Community Development Director

SUBJECT: Board member terms, open board seat(s)

SUMMARY & BACKGROUND

After the resignation of Russell, the HEART board has six Directors - bylaws state a minimum of seven. In addition, three board members will term out in June 2021 (Bruce, Beal, Lipps). These board members will be emailed a form which will give them the opportunity to request a two-year renewal or to end their term on June 30, 2021. In accordance with the bylaws, new and renewing board member applications will be presented as nominations at the May meeting, voted on at the June meeting and start their two-year term at the July annual meeting.

STRATEGIC PLANNING/PURPOSE

To maintain a board of Directors in accordance with the HEART bylaws.

RECOMMENDED ACTION

Propose candidates we can solicit who help diversify our board so that in whole, we reflect the community in age, race, gender, business sector, etc.

ATTACHMENTS

Board Terms Spreadsheet

**HEART Board
Terms**

minimum 2 members city council - min 7, max 11 directors

ACTIVE

<u>Board Member</u>	<u>Title</u>	<u>Appointed</u>	<u>Term Expires</u>
Rob Splane	President	2/13/2020	6/30/2022
Jake Tufts	Vice President	2/13/2020	6/30/2022
Brandon Bruce	Treasurer	2/13/2020	6/30/2021
Scott Beal	Secretary	2/13/2020	6/30/2021
Traci Lipps	Director	2/13/2020	6/30/2021
Jim Evans	Director	2/17/2021	6/30/2023

SUGGESTIONS

- Maria Rosas
- Mark Platt
- Eva Berrumen
- Isabel Vela
- Brad Youngstrom
- Evelyn Vinke
- Mike schiller
- Stacie Hegg
- Mary Lulich
- Jason Gayle
- Sherry Gayle

PAST

Nichole Russell	Director	2/17/2021	4/23/2021
Braxton Platt	Director	12/16/2021	2/17/2021
Brandi Bruch	Director	2/13/2020	2/1/2021
Vicki Platt	Director	2/13/2020	12/16/2021
Lynne Ladner	Vice President	2/13/2020	8/1/2020



April 21, 2021

Hart Economic and Redevelopment Team

**HART ECONOMIC AND REDEVELOPMENT TEAM (H.E.A.R.T.)
REQUEST FOR BOARD ACTION**

FROM: Nichole Steel, Economic and Community Development Director

SUBJECT: Pitch North Competition Sponsorship Request

SUMMARY & BACKGROUND

Pitch North is a idea pitching competition through The Right Place open to residents of Newaygo, Oceana, or Lake counties created to spark change and promote entrepreneurial progress in some of West Michigan's more rural counties. A panel of judges will evaluate submissions from area residents seeking a chance to be finalists at the virtual pitching event on:

STRATEGIC PLANNING/PURPOSE

Support entrepreneurial startups and expansions

RECOMMENDED ACTION

Vote on an amount from \$0-\$2,000 to donate to the Pitch North Competition.

ATTACHMENTS



April 21, 2021

Hart Economic and Redevelopment Team

**HART ECONOMIC AND REDEVELOPMENT TEAM (H.E.A.R.T.)
REQUEST FOR BOARD ACTION**

FROM: Nichole Steel, Economic and Community Development Director

SUBJECT: Discussion of properties to recommend to our State Historic Preservation Office to support their efforts to secure a grant from the Paul Bruhn Revitalization Grant for exterior rehab

SUMMARY & BACKGROUND

Our State Historic Preservation Office (SHPO) is applying for grant funding that if received, would provide an additional funding opportunity for Certified Redevelopment Ready Communities (RRC) located on Michigan's lakeshores, which supports investment in and rehabilitation of historic properties in communities of less than 50,000 persons. The grant funding would be used to develop a subgrant program, through which SHPO would competitively select and fund rehabilitation of historic properties.

Since we fit this criteria, I recommend we submit a letter of support to SHPO, along with photos and descriptions of three properties that would qualify and benefit from this grant. Enclosed, I have provided 9 properties within the Hart National Historic District, that I feel could benefit from this grant opportunity.

Hart's registered National Historic District is defined as "S. State St., roughly bounded by Main, Dryden, Water & Lincoln St."

STRATEGIC PLANNING/PURPOSE

Historic preservation, improved property value, improved look of the district

RECOMMENDED ACTION

Review and recommend three properties within Hart's National Historic District that would most benefit from grant funding for exterior improvements, having the biggest impact on the district overall, not limited to the suggestions attached.

ATTACHMENTS

Map of Hart's National Historic District Boundaries

Properties that may qualify/benefit from a grant for exterior improvements

Letter of Support Draft



April 21, 2021

Hart Economic and Redevelopment Team

LETTER OF SUPPORT

[DATE], 2021

Ms. Megan Brown
Chief of State, Tribal, and Local Plans and Grants Division
National Park Service
1849 C Street, NW Mail Stop 7360
Washington, D.C. 20240

Dear Ms. Brown:

On behalf of the City of Hart, please accept this letter of support for the Michigan State Historic Preservation Office's grant application for the National Park Service's Paul Bruhn Revitalization Program. As a Redevelopment Ready Community, we fully support this application, which will provide much needed funding for rehabilitation projects that ultimately promote continued revitalization, activation, and use of historic properties in communities like ours.

Lakeshore communities such as ours play a vital role in the state's economy, and we recognize that the heritage assets that define our community are key to this. In total, the retention, rehabilitation, and use of our historic building stock promote our sense of place, community identity, and cultural vitality, which are critical economic drivers and hallmarks of a successful community. As such, we recognize the importance of the State Historic Preservation Office's program, which will complement the efforts of property owners to invest in their properties and our community. Moreover, we recognize the ongoing benefit of the program, which has the potential to serve as catalyst for additional investment and long-term positive impact.

Beyond the physical improvements, the proposed program also presents the opportunity to demonstrate and educate others on the value of historic preservation, including its role in community and economic development. This dialogue complements our own efforts to support local businesses and property owners who are the day-to-day stewards that ensure our historic resources remain viable community assets.

With your grant funding assistance, SHPO can implement a meaningful program that will have lasting impacts in Michigan's lakeshore communities. We hope you will join us in supporting their proposed project.

Sincerely,

Nichole Steel
Economic and Community Development Director
City of Hart