



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 2020-96 issued by Governor Gretchen Whitmer.

HEART Board of Directors Meeting

Time: Oct 21, 2020 04:00 PM Eastern Time (US and Canada)

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

Phone in using Meeting ID: 879 1067 6828
+13126266799,,87910676828# US (Chicago)
+16465588656,,87910676828# US (New York)

AGENDA

HART ECONOMIC AND REDEVELOPMENT TEAM

Wednesday November 18, 2020 | 4:00 pm

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

1. 4:00 pm Call to Order
2. Roll Call (President Splane, Vice President Tufts, Treasurer Bruce, Secretary Beal, Bruch, Lipps, Platt)
3. 4:05 pm Public Comment
4. 4:10 pm Action Items
 - a. Approval of 10.21.20 Regular Meeting Minutes
 - b. Rezoning of 710 State St (IGA) from B2 (General Business District) to D1 (Industrial District)
5. 4:20 pm Executive Director's Report
6. 4:25 pm Updates/Discussion Items
 - a. Downtown Banner Update
 - b. Countdown to Christmas Schedule
 - c. Shop Local Video
 - d. Oceana Gift Card Program Update
 - e. Development Leads
7. 4:40 pm Board Enrichment
8. Committee Meeting Dates
9. Next Regular Meeting December 16, 2020 @ 4 PM
10. 5:00 pm Adjournment



CITY OF HART

407 S. STATE ST.
HART, MI 49420

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

October 21, 2020

MINUTES – DRAFT

Members Present via Zoom or in-person:

- Rob Splane, Jake Tufts, Scott Beal, Vicki Platt, and Tracey Lipps

Members absent: Brandi Bruch, Rob Splane, Brandon Bruce

Others present:

- City Manager – Lynne Ladner, Community and Economic Development Director – Nichole Steel, Deputy City Clerk – Cheri Eisenlohr, Historic District Manager – Russ Robbins, Heritage Preservation President – Leigh Furgason, business owner – George Sadler.

Call to Order:

- Vice President Tufts called the meeting to order at 4:00 pm. Rollcall was then taken.

Public Comments:

- Mr. Sadler was concerned about the detours on Polk Road due to the installation of a new culvert. Detour directions were not clearly given via Google Maps. In conversations with the DOT and road commission, Mr. Beal stated that they would not list 64th Avenue as a detour route as they did not want big trucks on the road.

Action Items:

- Approval of the September 16, 2020, regular meeting minutes
 - Mr. Beal moved to approve the minutes as written, supported by Ms. Platt, all ayes, the motion carried.
- Fall Gift Card Incentive Program Allocation
 - Discussion about doing a third round of gift cards as there is a \$4,000.00 balance still available from the anonymous donor.
 - Ms. Platt moved that a third round of the gift card program be approved, supported by Mr. Beal, all ayes, the motion carried.

Executive Director's Report:

- Ms. Steel went over the highlights of her written report.
 - Mr. Beal would like it if all board members would “dial” into the virtual meetings.
 - Ms. Ladner recently heard praise for Ms. Steel and the HEART program.

Updates/Discussion Items:

- City of Hart Signage
 - Ms. Steel prefers the lower profile type of signage. Five would be needed for placement in the City's parks.
 - A brochure holder with a business directory could be placed with each sign.
- Countdown to Christmas Schedule
 - More information is needed for the possibility of an “adopt” a family program.
- Ambassador/HEART Action Team
 - Ms. Steel is looking for members to be on this team.
- Hart Township Passed ORV Ordinance
 - A map needs to be created that shows where ORV's are allowed or not allowed.



- Shop Local Video
 - The production of the video is in progress.
- 2021 Events
 - It was decided to have a separate meeting to cover this item.
- 2021 Membership/Sponsorship Packages/HEART income discussion
 - Which would the board prefer – Memberships or Sponsorships?
 - To be discussed further.

Board Member Comments:

- Ms. Lipps reminded the board that there was a deadline of January 15, 2021, to apply for a grant for the MOC events.
 - Ms. Ladner did not know if the City would qualify for the MCACA grant as they usually award it to “new” applicants.
 - It was suggested to look for sponsors for the concerts if the grant is now awarded.
 - Professional contracts need to be drawn up and used going into 2021.
- Mr. Tufts advised the board that he would be unavailable for meetings from November 6, 2020, until January 2021 for his National Guard duties.
- Ms. Steel thanked various board members for their services.

Adjournment:

- Ms. Platt made a motion to adjourn the meeting at 5:03 pm, supported by Ms. Lipps, all ayes, the motion carried, and the meeting adjourned.

The next regularly scheduled meeting is on Wednesday, November 18, 2020, at 4:00 pm.

Respectfully Submitted,

Deputy City Clerk
City of Hart



EXECUTIVE DIRECTOR'S REPORT November 2020

Events

- 11.21.20 | 9am Oceana County Gift Card Give Back Round Two sales open - \$28,500 impact
- 11.28.20 | Small Business Saturday
- 12.05.20 | Thrift Crawl @ 6 stops in Hart
- 12.08.20 | 9am Virtual Coffee Hour
- 11.27.20 | *NEW - Letters to Santa mailbox at Hart Commons
- Holiday Home & Storefront Decorating Contest

Updates

- Attended the Michigan Downtown Association's two-day Annual Conference.
- Hart Signage, Display Boards and branding #takemetohart (ongoing)
- Shop Oceana Video LAUNCHED Monday encouraging residents to "check here first". Within 4 days, the video reached with 31,758 people had 5,652 views and 271 shares!! Made possible by the generous sponsorship of Peterson Farms.
- New Downtown Banners have been ordered featuring Hart attractions!
- New Hart Economic Development website (ongoing).
- Construction for Heggs TIFA Façade Improvement Grant is nearing completion.

Active Development Leads

- Mixed-use new business - coffee shop, rentals and possibly a B&B in downtown Hart
- 2500 sf manufacturing and office use space in industrial park for the purpose of designing LED lights, PCB design and small run manufacturing
- The Creeks subdivision needs re-imagined development plans
- Planning Commission agreed to hear request to change zoning of IGA from B2 (General Business District) to D1 (Industrial District)

Respectfully Submitted,

Nichole Steel
Economic & Community Development Director





HART EVENTS

COUNTDOWN TO THE HOLIDAYS

SHOP.

EAT.

PLAY.

SPEND.

KEEP IT LOCAL

"70% of small businesses are owned and operated by a single person"

WWW.TAKEMETOHART.ORG

#TAKEMETOHART

11.21.20 | GIFT CARD SALES OPEN

Buy a \$25 gift card at discoveroceana.com and get \$10 added to your card (limited availability). Sales open Nov 21st at 9am!

11.28.20 | SMALL BUSINESS SATURDAY

This holiday season may look a little different, but we can still share joy! Shop Small and support your favorite small businesses in-store and online all season long.

HOLIDAY HOME & STOREFRONT DECORATING CONTEST

Homeowners & businesses... email your name, address, phone, photo of your decorations to info@takemetohart.org by Dec. 11th. Awards for each category!!

12.01.20 | #GIVINGTUESDAY

Every act of generosity counts, if you can, pick a cause and give back this season for #GivingTuesday!

LETTERS TO SANTA

A special red mailbox will be located at Hart Commons for you to send letters to Santa (be sure to include your return address).

12.05.20 | THRIFT CRAWL

Get a punch card stamped at all six stops for a chance to win a gift basket! Local food & beverage specials & coupons as well.

12.08.20 | VIRTUAL COFFEE HOUR

Visit www.takemetohart.org to find the link to join us for a casual virtual coffee hour.

LEARN MORE

Contact: Nichole Steel, Director
49 S State St | Hart, MI | 231.301.8449
nsteel@cityofhart.org | takemetohart.org

GIFT CARD GIVE BACK

SALES OPEN NOV 21ST

WWW.DISCOVEROCEANA.COM



Huge thanks to our
anonymous donor!

Consumers Energy

FOUNDATION

DTE

Ad Sponsors: West Shore Bank, United Way of the Lakeshore and Shelby State Bank

SPEND \$25 | GET \$35

at participating businesses in Oceana County