



City of Hart, Michigan

H.E.A.R.T. BOARD

July 3, 2024, 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, Andrew Mullen, Dean Hodges)
2. Approval of Agenda
3. Public Comment
4. May Minutes
5. May Financials
6. Action Items
7. Updates/Discussion Items
 - a. Development Committee Update
 - b. Marketing Committee Update
 - c. Business Support & Talent Committee Update
 - d. Call for Artists Support
 - i. Troll on bridge
 - ii. Solar tree charging station downtown
 - e. Wayfinding Signage
 - f. Church, Ceres Properties, Walkers Parking Lot
8. Member Comments
 - a. National Asparagus Festival Comments
 - b. Hart Sparks Comments
9. Next Regular Meeting Wednesday, August 7, 2024 @ 2 PM
10. Adjournment



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

April 3, 2024

MINUTES DRAFT

1) Call to Order

Burillo called the meeting to order at 2:04 pm.

a) Roll Call

- **Members present:** Catalina Burillo, Hannah Juhl, Maria Rosas, Noble Graham-Lattin, Sue Payne, Scott Beal, Dean Hodges, Andrew Mullen, Justin Adams
- **Absent:**
- **Others present:** Nichole Kleiner

2) **Approval of Agenda** – Motion by Justin, supported by Dean to approve the agenda. Motion carried.

3) **Public Comments** – Maria asked what the board's opinion on was regarding AirBnb's considering the number of them that have opened recently. Sue suggested looking at Ludington's recent ordinance as they limit the % in a certain area. Justin pointed out that they brings in business but have no buy-in in the community. Andrew suggested collecting information for comparison from similar communities for review. Maria suggested Douglas, Saugatuck, Fennville & asked for a list of existing AirBNB's for review. It was also suggested that limiting out of state property owners could be considered. In conclusion, the question was "at what point are AirBNB's not good for the community". Nichole will add as an agenda item at May meeting.

4) **March Minutes** – Motion by Scott, supported by Andrew to approve the March minutes. Motion carried.

5) Nichole reviewed the financials, reporting an ending balance of \$115,429.82. Nichole had not had the chance to reconcile the entire statement. Motion by Catalina, supported by Scott to table the March minutes. Motion carried.

6) Action Items

- a) **Pitch North Partner Sponsor \$1000** – Nichole shared a summary of what Pitch North is with the board explaining it is a 3-county pitch competition for small business startups or expansions. This year, Oceana County will be hosting and they are seeking sponsors to contribute towards the cash prizes given to the top 3 businesses. Scott Beal supported this effort explaining that each year an Oceana County business has placed in the top 3. Noble was a 2nd place winner last night and was able to answer the board's questions and endorsed the competition as well. Motion by Noble, supported by Catalina to allocate \$1000 to sponsor Pitch North 2024
- b) **Advertising Budget Music on Commons 2024** Nichole asked the board to allocate funds for advertising Music on the Commons 2024 and instead the board suggested she ask the Echo if they will startup an "upcoming events" page funded by sponsors who place ads around or below the ad.

7) Updates/Discussion Items

- a) **Wayfinding Signage Update** – Nichole reported that Mullen had attended the last Road Commission meeting as a member of the public learning that the as an alternative to reprint the signs with fully reflective material, we have the option to illuminate the signs, which is much more cost effective.
- b) **Banners Ready to be Installed** – New downtown banners are in and ready to be installed when DPW has time.
- c) **Match on Main Update** – Hart Pizza and Birch & Blossom were previously selected to apply on behalf of for the Match on Main Grant. The grant had unexpectedly gotten paused in January (when applications were due). MEDC just announced the portal is reopened and grants are due in April. Nichole will be applying on behalf of the two businesses.
- d) **Industrial Park Covenants** – due to the time this topic was tabled.

- 8) Director Updates** – Nichole reported that all chalets are rented. TIFA has agreed to pay for the other 50% of the interior finishings. Music on the Commons lineup is almost complete. Nichole share the CVB’s 2024 map and calendar and acknowledged the write up in the Echo on HEART’s 4-yr snapshot/accomplishments. The church project is still ongoing. Photographer for photo shoot has been postponed until November when we will have a new mayor and councilmembers.
- 9) Member comments-** Justin asked if we could do something to identify parking spaces in Walkers parking lot more clearly. Justin asked if anyone had considered moving the church. Maria asked about bumpers along the seating area behind her restaurant. Sue supports converting the church into apartments based on the numbers in our recent housing study. Dean suggested calling Wadels about Walkers parking lot.
- 10) Adjournment** –Motion by Catalina, supported by Scott to adjourned at 3:07 pm. Motion carried.

Respectfully Submitted,
Nichole Kleiner
Economic & Community Development Director



CITY OF HART
 H.E.A.R.T
 407 S STATE ST
 HART MI 49420-1259

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Stop by your nearest
 Huntington office or
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Huntington Public Funds Hybrid Checking

Account: -----1437

Statement Activity From: 05/01/24 to 05/31/24		Beginning Balance	\$116,028.01
Days in Statement Period		Credits (+)	9,568.85
Average Ledger Balance*		Regular Deposits	6,675.00
Average Collected Balance*		Electronic Deposits	2,893.85
* The above balances correspond to the service charge cycle for this account.		Debits (-)	9,039.89
		Regular Checks Paid	9,039.89
		Ending Balance	\$116,556.97

Deposits (+)

Account:-----1437

Date	Amount	Serial #	Type	Date	Amount	Serial #	Type
05/03	6,000.00		Remote	05/31	550.00		Remote
05/22	125.00	161765996	Brch/ATM				

Elect forest donation Sponsors
Chalet deposit
Chalet deposits + sponsors

Other Credits (+)

Account:-----1437

Date	Amount	Description
05/01	2,183.85	STRIPE TRANSFER ST-H3M6M9V5H314 Sponsorships
05/03	400.00	BUS ONL TFR FRM CHECKING 050324 XXXXXXXX0405
05/03	310.00	BUS ONL TFR FRM CHECKING 050324 XXXXXXXX0405

Checks (-)

Account:-----1437

Date	Amount	Check #	Description	Date	Amount	Check #	Description
05/10	7,846.50	1057	Billboard Signplicity	05/16	74.17	1059	city electric
05/10	188.00	1058	Grace advert. Hart spaces	05/31	931.22	1060	Chalets during construction interior

75% of
hanging baskets downtown

(*) Indicates the prior sequentially numbered check(s) may have 1) been voided by you 2) not yet been presented 3) appeared on a previous statement or 4) been included in a list of checks.

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Development Committee Meeting

June 19, 2024

Catalina, Andrew, Sue, Nichole

After reviewing this list of priorities identified by the board in 2022 during a strategic planning session, the committee prioritized the list as follows:

1. Review of the city's development processes to ensure that no project is unnecessarily held up by the city or its processes
2. Industrial Park
 - a. Review covenants
 - b. Promote & market development – list with a realtor?
3. Creeks Development – assist in promoting and furthering development
 - a. Sue provided report showing that the new development at the Creeks has resulted in 2.8 million in new homes purchased since 2023.

Topics added to the list include:

- Establish local Code Enforcement
- Housing Development Opportunities including consideration for senior retirement housing.
- Educating boards & council on results of housing study and outcomes if we do not make the housing stock a priority

After the committee discussed areas of opportunity throughout Hart, and discussed the above priorities, it was determined that this discussion continue sooner than later so a follow up meeting was established for June 27th to review city development policies, procedures, etc and start reviewing the industrial park covenants.

Marketing Committee Meeting

June 20, 2024

Noble, Catalina, Scott, Nichole

After reviewing this list of priorities identified by the board in 2022 during a strategic planning session, the committee prioritized the list as follows:

1. Completion of wayfinding signage project and continued updates to board
2. Branding – cohesive look for social media and publication marketing for the City of Hart “brand kit” and consolidate all of the Hart Social “pages”
 - a. Tag line “arts, agricultural, adventure”??
3. Event suggestions:
 - a. Hart events don’t keep visitors there all day and visitors are not engaged enough
 - b. Utilize the rail trail for a race that ends in Hart, possibly a triathlon, include breweries & wineries, after party – the lake??
 - i. Maybe work more with Hart Hills & expand upon event
 - ii. Kayak race? Fishing tourney?
 - c. Small business workshops
 - d. Could there be more happening during Music on the Commons?
 - i. Suggested that concert time gets moved to 5-7 to see if we can capture more visitors during the dinner hour and possibly capture end of day retail shoppers
 - ii. 80, 90, 2000’s DJ night?
 - iii. DJ Bingo?? Is there a local celebrity who would host?
 - e. Artwalk – expand on event w/ street vendors and see if we can partner w/ a non profit to get liquor license so businesses can serve
4. FUNDRAISE FOR A LIGHT SHOW IN HART LAKE
5. Promote that we are a FOODIE destination!! (foodie map)
6. More info at bike trailhead
7. Eventually budget for paid advertising though social – Mlive?
8. Pursue “designated historic district plaque” that was scheduled by Main Street to go on courthouse lawn.
9. More welcoming entrances to Historic District and John Gurney Park

Takeaway phrase “Keep it Fresh” – takeaway task – start working on brand guidelines for consistency & recognition

Business Support & Talent Committee Meeting

June 20, 2024

Noble, Hannah, Catalina, Nichole

After reviewing this list of priorities identified by the board in 2022 during a strategic planning session, the committee reviewed the list of priorities and discussed the following:

Small business workshop ideas:

- Understanding social media algorithms
- Hiring minors – do's and don'ts
 - That led to how we probably have small business owner(s) who have expertise in different areas who could speak on different topics*
 - Potentially a Monday networking – training – info sharing get together?*
- Annual meeting to include community recap & celebration of prior year, present a scholarship, community awards/recognitions, what's coming up in upcoming year, business of the year.
- Youth Engagement – work w/ YAC, teachers, strategic planning w/ students at the school, invite a student to serve on the HEART board
- Minorities – go to them, it is intimidating to go to meetings and get involved with government. Find ways to bring the conversation to the people:
 - Block parties – close a street, cookout, officials in attendance to answer questions, Dave's party store might get involved - small businesses could host 2-4/year
- Merchandise – tin man merch would be cool, Hart gear (the "fit") have students design logos for each years featured merch available on our website – work w/ pink elephant to sell Hart gear in their retail shop opening soon
- Business Directory should be available via QR code that's used everywhere (business window clings, posters downtown or small signs, QR code on all collateral
- Treasure Hunt – host a treasure hunt downtown or throughout Hart. Rank the leader board (is there an app for this)?
- Childcare – Catalina reported that childcare is a top 3 priority for Trinity which means there's financial support for efforts. Noble suggested HEART could provide links/opportunities for teens/childcare providers to get trained locally to hopefully provide more daycares. Catalina noted that she has childcare training resources available.

- Food Access – added to the list and discussed that Omelia from the Food Club in Ludington has expressed interest in conjunction with MSU Extension for a similar model in Oceana County
- Indoor playground for kids was suggested by Hannah

Committee agreed to meet the 3rd Thursday at 1pm monthly.