



City of Hart, Michigan

H.E.A.R.T. BOARD

September 1, 2021, 4:00 PM

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

AGENDA

1. Call to Order
 - a. Roll Call (Jake Tufts, Scott Beal, Tracey Lipps, Mark Platt, Fred Rybarz, Dean Hodges, Julie Sanders, Sue Payne, Maria Rosas)
2. Approval of Agenda
3. Public Comment
4. Approval of Consent Agenda
 - a. 07.21.21 Regular Meeting Minutes
 - b. August Financials
5. Board Member 1-Minute Updates "Your World"
6. Executive Director's Report
7. Action Items
 - a. Prioritize two areas of focus from Strategic Initiatives
8. Updates/Discussion Items
 - a. Co-op (3 E Main St), Walkers (227 E Main St)
 - b. Events (coordinator position)
 - c. Wayfinding signage update
9. Next Regular Meeting Wednesday, Oct 6, 2021 @ 2 PM
10. Adjournment



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

July 21, 2021

MINUTES APPROVED

1) Call to Order

Past President Splane called the meeting to order at 4:09 pm.

2) Roll Call

Members present: Jake Tufts, Fred Rybarz, Dean Hodges, Scott Beal, Tracey Lipps, Julie Sanders, Sue Payne, Maria Rosas

Members absent: Mark Platt

Others present: Nichole Kleiner, Rob Splane, Mayor Vicki Platt, Jodi Nichols

3) Approval of Agenda

a) Kleiner asked to modify action item 7.a. to "Elect Jake Tufts as President". Motion by Lipps, supported by Payne, to approve the July 21st agenda with the addition of action item 7a. Motion carried.

4) Public Comments – Mayor Platt expressed concerns about the complaints she received about the condition of Veterans Park. Many visited the park after viewing The Wall and felt it should be given more attention (weeds, garbage, worn out names on bricks, etc). She suggested that a clean-up team always be looking ahead at upcoming events to make sure we are prepared. Lipps added that communication could be improved with the DPW.

5) Approval of the Consent Agenda

i. May 2021, Regular Meeting Minutes

ii. May Financials

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

6) Executive Director's Report – Social District was approved through Liquor Control Commission – waiting on application from eligible licensees before continuing with logo, signage, etc and creating a webpage on HEART's site with information, rules, maps, etc (project on pause until licensees apply to the state). Supporting establishment of a Brownfield Authority in Oceana County, commissioners – approved on 07/08/21. Launched new websites for the Hart Economic Development, Hart Historic District and John Gurney Park - refreshing look of city website to match. Kicked off Music on the Commons including press releases, a billboard, banner, posters and social media promotions. Submitted \$25,000 grant disbursement request to MEDC for Stella's Coffee House. Executed 4th of July activities, logistics, cleanup, etc. The Creeks development, Ceres Solution Property... ongoing. Ongoing development leads and economic development assistance as needed. Attending weekly Michigan Economic Development Corporation's Economic Development enrichment courses. Working with Valley Sign for citywide Wayfinding Designs. Serving on the Historic District Board and assisting with promotional efforts. New 4'x8' signs are installed at bike trailheads on Wood/Water & Polk St near Hansen Foods. Assisting the TIFA in creating a new Plan with updated project goals along with reconfiguring their base tax amount, current tax capture, taxable units and preparing annual report to include financials. Planning for Clown Around Town Event underway – pending volunteers. Ongoing promotional support to city, historic district, John Gurney Park, Starting Block and community events.

7) Action Items

a) Elect Jake Tufts as President – motion by Beal, supported by Rybarz to appoint Tufts as president of HEART. Motion carried.

8) Updates/Discussion Items

a) Overview of HEART – Kleiner presented board with a slideshow overview of what economic development is and what board member responsibilities are.

- b) Board Manuals | Economic Development Strategy – Kleiner provided each member with a packet containing the ED plan, bylaws and list of members & terms.
 - c) 2021-2022 Initiatives – after 20 minutes of strategic planning, board members who paired up, presented their top two goals. Kleiner will summarize all responses into a 21-22 strategic plan with action items.
- 9) Board Member Comments** – Beal asked that the board be polled to see what day/time works best for everyone.
- 10) Adjournment** – Motion to adjourn made by Rybarz, supported by Beal. Meeting adjourned at 4:58 pm.

Respectfully Submitted,



Economic & Community Development Director



HEART DIRECTOR'S REPORT

September 1, 2021

Updates

- Attended Michigan Economic Developers Association's Annual Conference.
- Participating in countywide discussion on next steps for a training center in Oceana.
- Social District was approved through Liquor Control Commission – waiting on application from eligible licensees before continuing with logo, signage, etc and creating a webpage on HEART's site with information, rules, maps, etc (project on pause until licensees apply to the state)
- Music on the Commons final performance is this Friday, 09/04/21 "80 Cows".
- Stella's Coffee House opened.
- Working with an entrepreneur interested in opening a restaurant in downtown.
- Non-disclosure with an entrepreneur interested in opening a downtown business.
- Real estate office purchasing the old AFC building on W Main.
- The Creeks development, Ceres Solution Property... ongoing.
- Ongoing development leads and economic development assistance as needed
- Wayfinding Designs – second meeting with Valley Signs next week to finalize design choices.
- New 4'x8' signs are installed at bike trailheads on Wood/Water & Polk St near Hansen Foods.
- Majority of time spent helping TIFA - creating a new Plan with updated project goals along with reconfiguring their base tax amount, current tax capture, taxable units and preparing annual report for annual/public meeting to include financial transparency. Note: TIFA contributes \$9,000 to HEART.
- Ongoing promotional support to city, historic district, John Gurney Park, Starting Block and community events.

Respectfully Submitted,

Nichole Steel
Economic & Community Development Director

HEART STRATEGIC INITIATIVES 2021-2022

Development	Marketing - Promotions	Business Support	Workforce Dvpmt/Talent
Ceres Property	Wayfinding	training	millage
IGA	events	networking	training center
Creeks	sponsorship package	annual meeting - biz awards	scholarships
Industrial Park	social media	Engaging Youth/Minorities	get students involved
Downtown Streetscape	newsletters	shop local program	childcare
Sidewalks	communication	biz directory	
Public Transportation	Hart fact sheets	site visits (retention team)	
Incentives	analyze ED Plan SWOT		
Placemaking	community forums		
housing study - development needs	agritourism		
improving development processes			

Sue, Fred

Maria, Scott, Tracey

Jake, Dean

Julie, Mark