



## 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 21<sup>st</sup> 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 4<sup>th</sup> 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