



## CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

February 17, 2021

### MINUTES – APPROVED

#### 1) Call to Order

President Splane called the meeting to order at 4:02 pm. Rollcall was then taken.

#### 2) Roll Call

**Members present via Zoom:** Splane, Beal, Bruce, Tufts, Russell and Lipps

**Members absent:**

**Others present:** Economic Development Director Steel and Councilmember Evans

#### 3) Public Comments

None

#### 4) Action Items

##### a) Approval of the Consent Agenda

i) January 2021, Regular Meeting Minutes

ii) December Financials

iii) Executive Director's Report

Bruce moved to approve the consent agenda as submitted, supported by Bruce, all ayes, motion carried.

##### b) HEART Board - Removal of Brandi Bruch and Appointment of Nicole Russell

Motion by Beal, supported by Tufts to appoint Russell and remove Bruch

##### c) Resignation of Braxton Platt

Motion by Bruce supported by Tufts to accept B. Platt's resignation.

#### 5) Updates/Discussion Items

##### a) Business License/Permit/Registration

Steel proposed the idea of requiring a free business license/registration in order to become aware of new businesses, welcome then and be an upfront resource. Tufts suggests preparing a new business startup checklist.

##### b) Historic District Commission

Update from Nichole on Historic District's 2021 plans for the summer after attending their March board meeting.

##### c) Economic Development Committee Updates –

i) **Education** – Brandon reported that a second learning/resource center meeting is scheduled for the following week, IGA building has another offer so we will be looking for a new location.

ii) **Infrastructure** – Steel reported that this month's meeting was a meet and greet with city-council members and mayors.

iii) **Regional Collaboration** – no update


iv) **Industry Activities** – Tufts reported that first meeting set goals to recruit someone from agriculture to join the committee, launch an occupy main street campaign, recruit a sporting goods store, and promoting the \$25,000 Match on Main Grant

v) **Destination and Marketing** – Beal reported that marketing is working on a relocation guide, website launch and collateral.

#### 6) Development Leads – update provided by Nichole

- 7) **Music on Commons & TIFA Update** – Lipps reported that sponsorship packets had gone out, contracts are being drawn up and we were awarded the full \$4,000 grant,
- 8) **Board Member Comments** – Mayor Platt will be appointing Jim Evans to the HEART board. Splain asked the board to consider if they want to keep the #takemetohart brand that was recommended by our economic in marketing study. It was decided this would be discussed at committee level in brought back to the board of the next meeting.
- 9) **Adjournment** – Motion to adjourn by Tufts supported by Lipps. Meeting adjourned at 4:57 pm.

Respectfully Submitted,



Economic & Community Development Director  
City of Hart