



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

October 21, 2020

MINUTES – APPROVED

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