



## CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

November 18, 2020

**MINUTES – DRAFT**

#### Members Present via Zoom:

- Rob Splane, Jake Tufts, Scott Beal, Vicki Platt, and Tracey Lipps

**Members absent:** Jake Tufts, Brandi Bruch

#### Others present:

- Community and Economic Development Director Nichole Steel, George Sadler, Jim Evans, Braxton Platt

#### Call to Order:

- President Splane called the meeting to order at 4:00 pm. Rollcall was then taken.

#### Public Comments:

- Sadler was concerned about the dumpster next to the Walker building on Main Street which is obstructing the sidewalk, is not marked, and only allows 26 inches for passage.

#### Action Items:

- **Approval of the October 21, 2020, regular meeting minutes**
  - Beal moved to approve the minutes as written, supported by Lipps, all ayes, the motion carried.
- **Rezoning of 710 State St (IGA) from B2 (general business district) to D1 (industrial district)**
  - **Steel explain that the Planning Commission agree to hear proposal to rezone the former IGA building from its current general business district classification to an industrial district asking the HEART board for its response to this request.**
    - Lipps stated that it hard to respond without knowing what the project is but expressed concerns for nearby residents, the Hart motel and the aesthetics of the area.
    - Splane commented that it doesn't conform to the current zoning and doesn't comply with the future land use map. From a planning standpoint, Splane did not feel it was a good fit, referring to this as spots zoning . With that said, Splane recommends that the HEART board look for other suitable locations in order to retain this manufacturer. He feels that filling a void today maybe to our detriment down the road as we anticipate future growth in this corridor. Splane recommends working with local realtors to find a building for this business.
    - Bruce agreed with Splane adding that this building was zoned B2 for a reason. Bruce does not want to see the city respond quickly and regret it later.
  - **Request to allocate \$200 for the holiday home and business decorating contest prizes.**
    - First move to approve \$200 for the holiday home and business decorating contest prizes, supported by Beal, all ayes, motion carried.

#### Executive Director's Report:

- Steel went over the highlights of her written report.
  - Highlights from the Michigan Downtown Association's two-day annual conference
  - Update on the 1st TIFA facade improvement grant recipient (Heggs building)

#### Updates/Discussion Items:

- **Downtown banner update** - Steel provided board with a photo of printed banners scheduled to go up after holiday decorations come down
- **Countdown to Christmas schedule** of events from Thanksgiving until Christmas was shared

- **Shop local video** has been viewed over 6000 times , has reached 32,000 people and shared over 300 times. The video was sponsored by Peterson Farms and featured over 35 businesses throughout Oceana County.
- **Discover Oceana gift card Sales** will open on Saturday November 21st at 9:00 AM. A \$1000 sponsor was gained thanks to Scott Beal who reached out to DTE. This is also made possible by an anonymous donor, the Community Foundation for Oceana County, and Consumers Energy. Steel added that the timing brings a positive uplift during this unexpected second shutdown.
- **Development Leads Update**
  - Steel reported that a Young entrepreneur interested in opening a coffee shop has found a location and is working on financing.
  - Working with a small LED manufacturer interested in two lots in the industrial park to build a 2500 square foot building to expand his existing business Operating out of his home
  - The Creek subdivision requires revised development plans - working with the city manager to find funding for this project
  - Planning Commission agreed to hear requests to change zoning of IGA building from B2 to D1

#### **Board Enrichment**

- Finding our “why” - after watching a short video still as the board “why does HEART exist” with the following responses:
  - Lipps – to bring the community together
  - Platt - To be a voice for our businesses
  - Beal - Attract new businesses
  - Splane - To focus on difficult tests that other entities can't
  - Bruce – Trust is a big part of it If your community and businesses trust that you have the best interests of everyone Then you're going to continue to strengthen the feeling of togetherness And coming together for the common goal of success Building a strong community –
  - Splane – Pride
  - Lipps – economic vitality – working together
  - Platt – Loves the HEART board for its enthusiasm, the way we encourage each other and share our with the community The great things that are happening!
- Why would you choose Hart?
  - Tight-knit, small community
  - Friendly
  - You know the people, friendships
  - We do the right things for people without having to be asked – we help each other through this life
  - Jim Evans added that Hart is such a wonderful place to live and he would like to see efforts to keep them here as they start to go off to college.

#### **Board Member Comments:**

- Splane would like to see a copy of the economic development and marketing strategic plan printed for each member of the board and a look into some of them market research studies that Steel mentioned. Also adding that it would be beneficial to discuss how to keep or attract the younger generation to Hart as we continue to grow.
- Spain would like to see financials included in each board packet moving forward.
- Lipps added that she sent an email to all bands letting them know we're accepting applications to perform for 2021 Music on the Commons. She felt it would be beneficial to include a cover letter letting new bands know about our community.

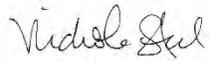
- Evans asked if there has ever been an effort to Coordinate efforts with local restaurants to play after music on the Commons?

**Adjournment:**

- Beal made a motion to adjourn the meeting at 5:02 pm, supported by Platt, all ayes, the motion carried, and the meeting adjourned.

The next regularly scheduled meeting is on Wednesday, December 16, 2020, at 4:00 pm.

Respectfully Submitted,



Economic & Community Development Director  
City of Hart