



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

December 16, 2020

MINUTES – DRAFT

1) Call to Order

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

2) Roll Call

Members present via Zoom: Rob Splane, Scott Beal, Vicki Platt, Brandon Bruce and Tracey Lipps

Members absent: Jake Tufts, Brandi Bruch

Others present: Economic Development Director Nichole Steel, Braxton Platt

3) Public Comments

Mayor Platt stated that she will be resigning from the board and appointing Councilmember Braxton Platt to take her place.

4) Action Items

a) **Approval of the November 18, 2020, regular meeting minutes** - Beal moved to approve the minutes as written, supported by Bruce, all ayes, motion carried.

b) **Financials** - Bruce moved to approve the financials as submitted, supported by Platt, all ayes, motion carried.

c) **Music on the Commons funding request to city council** – Steel provided last year’s band lineup showing that \$6,000 was spent on 7 bands (7 weeks of performances) asking if the board would like to request the same amount from city council for 2021. Platt asked if it was possible to seek sponsorships, Lipps stated that West Shore Bank has been a sponsor in the past. Platt mentioned Gayles Agency, Peterson Farms & Inspire as possibilities. Platt would like to see the MCACA grant submitted by January 15th. Splane cautioned that having a plan in place before reaching out to sponsors is encouraged to avoid duplicate asks and a professional approach. GHSP is another possibility. Steel agreed to prepare a sponsorship request form – board supported. Splane also wondered if asking a local venue to pay for band in return for having them perform at their location after should be explored. The historic district’s performances were mentioned by Platt, Ladner cautioned this partnership stating that the district sends bills after the fact and may not be the best example of fundraising. Platt concluded that Tracey will complete the MCACA grant, Nichole will complete the sponsorship request form. Steel suggested fundraising in January to & asking for the remainder from council in February. Lipps expressed concern over losing the bands if we wait until February to book. Steel suggested a sub-committee to bring these decisions to vote in leu of time left for other agenda items. Splane clarified that HEART’s available funds & suggested that instead of taking this request to council in February, we fund as a board. Motion to take request to council, seconded by Platt was rescinded.

d) **HEART Board of Director Positions & Bylaw Reviews** – Steel shared that we are currently operating with 6 active board members, HEART bylaws require a minimum of 7, maximum of 11. Steel asked if the board would like to recruit new members. Splane thought serving on the board might be too much to ask, he suggested recruiting “committee members” instead, requiring each active board member to chair a HEART committee. Steel asked the board to clarify the number of directors it would like. Splane requested this item be tabled until the next meeting when we know which council member members will be appointed and know better what Bruch will do. Steel suggested HEART consider hosting an annual meeting in accordance with its bylaws to honor

incoming/outgoing board members, business of the year and possibly other categories during a meal/receptions.

Motion by Lipps to motion item 4d, supported by Splane, all ayes. Motion carries.

5) Executive Director's Report

Events

- 12.05.20 | Thrift & Gift Crawl @ 6 stops in Hart encouraging local shopping, Steel shared results
- 12.14.20 | *NEW - Letters to Santa mailbox at Hart Commons
- Holiday Home & Business Decorating Contest –Light tour map & online photos of participants available on social media and HEART's website for public voting. Participating locations have a yard sign - winners will be announced the last week of December. Platt asked that we share photos of participants on our websites. Splane added that two groups will be caroling in conjunction with this event.

Updates

- Pure Michigan announced another Small Business Relief initiative to provide grants up to \$15,000 for Covid recovery. Applications opened December 15th on a first-in, first-served basis.
- Hart Signage, Display Boards and branding #takemetohart (ongoing)
- Hart Economic Development website (ongoing).
- Heggs TIFA Façade Improvement Grant has been completed.

Action Items

- Work with the Discover Oceana team to get "check here first" in windows of businesses

6) Updates/Discussion Items

a) Economic Development Committee Updates – Steel asked the board for direction on reforming our strategic committees to best help us achieve our objectives for the following categories. Splane suggested that goal-setting should be a homework assignment. Splane would like to see our 2020 recap in the form of a press release in January.

- i) Education** – Steel advised that instead of trying to solve our education strategic objectives with a HEART committee of three, she and will be joining the existing Oceana College Access Leadership Team monthly meeting and that her and B. Bruce have formed an action team to pursue a college extension office and career/tech center in Hart.
- ii) Destination & Marketing** – Steel shared an overview of this committee's progress and to include that a shared service event coordinator between the Chamber and City of Hart is being discussed with a goal of having this position in place by March. Lipps would like to join this discussion.
- iii) Industry Activities** – Has not met, only one committee member since Ladner left. Splane will email suggestions.
- iv) Regional Collaboration** – no suggested committee members, will rely on current committee and Discover Oceana team
- v) Infrastructure** – Committee is currently Platt & Lipps. Platt is resigning, Lipps stated this committee is not the best fit for her. Splane suggested inviting Mike Shiller, Platt suggested Jason Gayle who she can connect us with, Splane added Linda Kenosian who is retired from Great Lakes Energy.

7) Development Leads – Steel shared leads spreadsheet and asked board to help with any connections they may have to help find locations for our lead inquiries. Splane shared that the GM at the Ceres building shared that the co-op is very community minded and would be willing to discuss options. Splane would like to see a proactive approach to finding a good fit for this property, Steel will submit specs to MEDC to get property posted on

- 8) **Board Member Comments** – Platt would like to see board member applications available online and on Facebook asking for submissions to be sent directly to Nichole.
- 9) **Adjournment** - Platt made a motion to adjourn the meeting at 5:07 pm, supported by Beal, all ayes, the motion carried. Meeting adjourned.

The next regularly scheduled meeting is on Wednesday, January 20, 2021, at 4:00 pm.

Respectfully Submitted,



Economic & Community Development Director
City of Hart