



H.E.A.R.T. BOARD MEETING

Wednesday, April 15, 2020, at 4:00 pm

City of Hart
407 State St.,
Hart, MI 49420

Minutes - Draft

Members Present: Scott Beal, Tracey Lipps, Brandi Bruch, Brandon Bruce, Rob Splane (late), Jake Tufts, (all via Zoom) and Lynne Ladner

Absent: Vicki Platt

Others Present: HEART Director – Nicole Steel (Zoom), Christine Rickard (Zoom), Deputy City Clerk – Cheri Eisenlohr

Call the Meeting to Order: VP. Ladner called the meeting to order, Mr. Splane called in and took over the meeting from VP Ladner.

Public Comment:

- None

Consent Agenda:

- Minutes of the 2/13/2020 meeting.
 - Ms. Ladner made a motion to accept the agenda, supported by Mr. Lipps, roll call vote – all ayes, motion carried.

Action Items:

- TOP 3-5 focus areas for the heart with timelines
 - Ms. Ladner suggested promoting gift cards for business to sell now, and customers redeem later. Ms. Steel will discuss with local vendors.
 - Morale downtown is down and continuing to fall; the more prolonged the shutdown is in place.
 - Ms. Ladner suggested that a directory be created listing business locations and operating hours.
 - Create a document similar to what the MEDC uses – this will be discussed in depth at the next meeting.
 - Look into creating fliers to be placed in strategic places with business info listed.
 - Mr. Bruce will look into placing the fliers into the lunches that the school distributes.
- Mission Statement
 - Possibly form a committee to recommend 2-3 mission statements for the HEART to vote on at the May meeting.
 - Each committee member is to submit one.
- HEART'S response to Covid-19
 - The question of whether or not the City can "forgive" utility bills was asked – per Ms. Ladner that answer to that is no. No shutoff's or late fees are being done at this time. Payment programs may be established when the City is no longer shutdown.
- Upcoming Events
 - Memorial Day 5k – canceled
 - Farmer's Market – canceled
 - Hart Sparks – fireworks have been purchased. This event could become huge due to other communities not having their displays.
 - Ms. Steel, Ms. Bruch, and Mr. Beal will form a subcommittee to work with the Council on City events.
 - Music on the Commons (June 11 – August 27) – this event is still scheduled for the books.

Board Member Comments:

- Ms. Steel thanks Christine Rickards for all of her assistance and groundwork in establishing the new office.

Adjourn: Ms. Platt made a motion to adjourn at 5:07 pm, supported by Ms. Ladner, all ayes, the motion carried.

Next Meeting: Wednesday, May 20, 2020, at 4:00 pm.