



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

April 3, 2024

MINUTES DRAFT

1) Call to Order

Burillo called the meeting to order at 2:04 pm.

a) Roll Call

- **Members present:** Catalina Burillo, Hannah Juhl, Maria Rosas, Noble Graham-Lattin, Sue Payne, Scott Beal, Dean Hodges, Andrew Mullen, Justin Adams
- **Absent:**
- **Others present:** Nichole Kleiner

2) Approval of Agenda – Motion by Justin, supported by Dean to approve the agenda. Motion carried.

3) Public Comments – Maria asked what the board's opinion on was regarding AirBnb's considering the number of them that have opened recently. Sue suggested looking at Ludington's recent ordinance as they limit the % in a certain area. Justin pointed out that they brings in business but have no buy-in in the community. Andrew suggested collecting information for comparison from similar communities for review. Maria suggested Douglas, Saugatuck, Fennville & asked for a list of existing AirBNB's for review. It was also suggested that limiting out of state property owners could be considered. In conclusion, the question was "at what point are AirBNB's not good for the community". Nichole will add as an agenda item at May meeting.

4) March Minutes – Motion by Scott, supported by Andrew to approve the March minutes. Motion carried.

5) Nichole reviewed the financials, reporting an ending balance of \$115,429.82. Nichole had not had the chance to reconcile the entire statement. Motion by Catalina, supported by Scott to table the March minutes. Motion carried.

6) Action Items

- Pitch North Partner Sponsor \$1000** – Nichole shared a summary of what Pitch North is with the board explaining it is a 3-county pitch competition for small business startups or expansions. This year, Oceana County will be hosting and they are seeking sponsors to contribute towards the cash prizes given to the top 3 businesses. Scott Beal supported this effort explaining that each year an Oceana County business has placed in the top 3. Noble was a 2nd place winner last night and was able to answer the board's questions and endorsed the competition as well. Motion by Noble, supported by Catalina to allocate \$1000 to sponsor Pitch North 2024
- Advertising Budget Music on Commons 2024** Nichole asked the board to allocate funds for advertising Music on the Commons 2024 and instead the board suggested she ask the Echo if they will startup an "upcoming events" page funded by sponsors who place ads around or below the ad.

7) Updates/Discussion Items

- Wayfinding Signage Update** – Nichole reported that Mullen had attended the last Road Commission meeting as a member of the public learning that the as an alternative to reprint the signs with fully reflective material, we have the option to illuminate the signs, which is much more cost effective.
- Banners Ready to be Installed** – New downtown banners are in and ready to be installed when DPW has time.
- Match on Main Update** – Hart Pizza and Birch & Blossom were previously selected to apply on behalf of for the Match on Main Grant. The grant had unexpectedly gotten paused in January (when applications were due). MEDC just announced the portal is reopened and grants are due in April. Nichole will be applying on behalf of the two businesses.
- Industrial Park Covenants** – due to the time this topic was tabled.

- 8) Director Updates** – Nichole reported that all chalets are rented. TIFA has agreed to pay for the other 50% of the interior finishings. Music on the Commons lineup is almost complete. Nichole share the CVB’s 2024 map and calendar and acknowledged the write up in the Echo on HEART’s 4-yr snapshot/accomplishments. The church project is still ongoing. Photographer for photo shoot has been postponed until November when we will have a new mayor and councilmembers.
- 9) Member comments-** Justin asked if we could do something to identify parking spaces in Walkers parking lot more clearly. Justin asked if anyone had considered moving the church. Maria asked about bumpers along the seating area behind her restaurant. Sue supports converting the church into apartments based on the numbers in our recent housing study. Dean suggested calling Wadels about Walkers parking lot.
- 10) Adjournment** –Motion by Catalina, supported by Scott to adjourned at 3:07 pm. Motion carried.

Respectfully Submitted,
Nichole Kleiner
Economic & Community Development Director