



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

July 3, 2024

MINUTES DRAFT

1) Call to Order

Windell called the meeting to order at 2:02 pm.

a) Roll Call

- **Members present:** Catalina Burillo, Hannah Juhl, Scott Beal, Dean Hodges, Andrew Mullen, Sue Payne
- **Absent:** Noble Graham-Lattin, Maria Rosas
- **Others present:** Nichole Kleiner, Kendra Gilcrest – Oceana Herald Journal

2) Approval of Agenda – Motion by Andrew, supported by Scott to approve the agenda with the addition of action item 6a “authorize Director to apply for up to \$20,000 through the Michigan Arts & Cultural Council for the Music on the Commons series”. Motion carried.

3) Public Comments – none

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

5) May Financials – May financials tabled.

6) Action Items

- a) Motion by Catalina, supported by Scott to authorize Director to apply for up to \$20,000 through the Michigan Arts & Cultural Council for the Music on the Commons series. Motion carried.

7) Updates/Discussion Items

- a) **Development Committee Update** – Andrew reported that the Development Committee met on June 19th and included Catalina, Sue, and Andrew who first prioritized the list of strategic action items the board had identified in 2023 choosing to focus on 1) reviewing the city’s development policies to ensure that projects are not unnecessarily held up by the city or its processes. 2) The industrial park covenants, promotion and marketing of, potentially listing the 2 remaining city lots with a realtor and 3) the Creeks Development. Topics added to the list included 1) establishing a local code enforcement program, 2) Housing Development Opportunities including consideration for senior retirement housing and 3) educating boards & council on results of housing study and outcomes if we do not make the housing stock a priority.
- b) **Marketing Committee Update** – Scott reported that the marketing committee met on June 20th and included Noble, Scott, and Nichole who prioritized (from HEART’s strategic plan) to focus on 1) completion of wayfinding signage 2) being consistent with branding, establishing a “brand kit” and possibly consolidating all of Hart’s Social Pages to remove confusion on where to find information. 3) expanding events with the suggestion of adding activities that will keep people downtown longer, utilizing the rail trail for a race/triathlon, expand on Hart Hills event, small business workshops, more happening during music on the commons – possibly adjust the time to attract tourists who might prefer 5-7pm, themed nights, DJ Bingo, host a local celebrity. Expand events at artwalk. 4) fundraiser for a light show at Hart Lake 5) promote that we are a “foodie” destination 6) provide more area info at trailhead 7) budget for paid advertising to promote Hart 8) designated historic district plaque for courthouse lawn 9) more welcoming entrances to historic district and John Gurney park
- c) **Business Support & Talent Committee Update** – Hannah reported that the BSTC met on June 20th and included Noble, Hannah, and Catalina who prioritized HEART’s strategic action items to focus on 1) small biz workshops, 2) hosting an annual meeting 3) youth engagement 4) engaging minorities 5) selling Hart

merch as a HEART fundraiser including tin man accessories 6) offering a full business directory available by QR code 7) focus on childcare 8) food access 9) indoor playground for kids

- d) **Call for Artists Support** – Nichole reported that she’s looking for help to get the word out on two open call for artists 1) for a troll on the bank by the State St bridge and 2) for a solar tree charging station
- e) **Wayfinding signage update**- Nichole reported that instead of trying to modify the signs to be illuminated by LED solar lights which would bring them into compliance, she paid the extra \$4k to have them reprinted in fully reflective panels as required by the road commission. ETA for intall is end of the month
- f) **Church, Ceres Property, Walkers Parking Lot** – Nichole let the board know that TIFA formed a committee to make a recommendation for use of the church buildings and they have to good tax paying candidates. The Ceres Property demolition application requesting \$350k in funds with no match required, through EGLE was submitted by Nichole in hopes of receiving the funds. TIFA has awarded the bid for the Walkers Parking Lot to Wadel Stabilization to be completed by November.

8) Member comments-

- a) **National Asparagus Festival Comments:** Sue mentioned that if you were in the parade, you had no way of getting back to where you started – it ended far from where it began & where the vehicles were. The parade route not going through downtown was a concern.
- b) **Hart Sparks Comments** – Could food trucks park on Main Street instead of in parking lot & we bring in picnic tables – possibly a DJ under the commons arch instead of a band & have activities going on – low fireworks were hard to see from the neighborhoods.

9) Adjournment –Motion by Catalina, supported by Andrew to adjourned at 2:57 pm. Motion carried.

Respectfully Submitted,
Nichole Kleiner
Economic & Community Development Director