



The City of Hart H.E.A.R.T Board is meeting electronically as a result of the COVID-19 virus and to protect the health, safety and welfare of the citizens of Hart, Michigan of such virus, pursuant to law and the mandates of Executive Order 2020-96 issued by Governor Gretchen Whitmer.

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AGENDA

HART ECONOMIC AND REDEVELOPMENT TEAM

Wednesday August 12, 2020 | **4:00 pm**

Location: City Hall, 407 State St., Hart, MI 49420

H.E.A.R.T. MISSION STATEMENT: *To develop and implement creative community-based strategies to enhance economic opportunity through educational partnerships, a consolidated infrastructure system, regional collaboration, business retention and attraction, high quality of life, and a strong sense of community.*

1. Call to Order
2. Roll Call (Robert Splane, Scott Beal, Brandi Bruch, Lynne Ladner, Tracey Lipps, Vicki Platt, Jake Tufts, Brandon Bruce)
3. Public Comment
4. Action Items
 - a. Approval of 07.15.20 Regular Meeting Minutes
 - b. Financial Report
 - c. Hart Sparks (08/27/20)
 - d. Vice President Nominations | Ladner Resignation
 - e. Downtown Banners
 - f. Band Shelter
 - g. Donation Requests | United Way of the Lakeshore Golf Outing \$100 | Hart Rotary Golf Outing \$100
5. Executive Director's Report
6. Updates/Discussion Items
 - a. Apple BBQ-Fest
 - b. Hart Beautification Committee Report (Bruch, Platt, Steel)
 - c. Economic Development Strategy Report – EDUCATION (Bruch, Bruce, Steel)
 - d. Economic Development Strategy Report – DESTINATION/MARKETING (Splane, Beal, Steel)
7. Board Member Comments
8. Next Regular Meeting September 16, 2020 @ 4 PM
9. Adjournment



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

July 15, 2020, at 4:00 pm

MINUTES – DRAFT

Members Present via Zoom or in person:

- Rob Splane, Lynne Ladner, Jake Tufts (late), Vicki Platt, Brandon Bruce (late), Lynne Ladner, Brandi Bruch, and Tracey Lipps

Members absent: Scott Beal

Others present:

- Community and Economic Development Director – Nichole Steel, Deputy City Clerk – Cheri Eisenlohr

Call to Order:

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

Public Comments:

- None

Consent Agenda:

- Approval of June 3, and June 17, 2020, meeting minutes as well as the current agenda:
 - Ms. Ladner made a motion to approve, with Ms. Lipps supporting, all ayes, the motion carried.

Executive Director's Report:

- Ms. Steel gave a re-cap of her written report.
 - Ms. Steel stated that there are 480 subscribers to the e-newsletter.
 - The State Farm Grant – the window of opportunity was missed to apply due to the heavy volume of applicants.

Action Items:

- Music on the Commons
 - Cluster Pluck is to perform on 7/16/2020; this is the concert with the food drive.
 - Ms. Steel will be at the 7/16 performance; Mr. Splane expects to be there as well. Mr. Tufts volunteered the use of his State Farm tent.
 - The Scottville Clown band has canceled their performance date of 8/27/2020.
 - Ms. Lipps will contact the Rocket Fuel Haulers to see if they can fill that date.
- Hart Sparks
 - As previously discussed, this event will be held at the August 27, 2020 concert if permitted by the State.

Discussion Items:

- Hart Beautification Committee Update
 - Members consist of Brandi Bruch, Vicki Platt, Nichole Steel, and Lynne Ladner. Ms. Gail Zieger as asked to be on the committee as well.
 - The first meeting was held on July 13, 2020.
 - Topics discussed ranged from the lake, tree trimming, need for volunteers, light poles, and signage.
 - Ms. Bruch made a motion to remove all old banners and replace them with new Hart Pirate banners, Ms. Ladner supported, all ayes, the motion carried.

- Economic Development Strategy Teams
 - A worksheet was distributed to all members covering this topic.
 - It was decided that each committee would take turns submitting their report at a regular meeting.
 - Ms. Ladner advised that the City, along with other MPPA entities, were awarded a feasibility study for high-speed broadband.
- Pocket Part Construction
 - The anticipated completion is the end of October. Materials are being delivered. Existing plantings/flower boxes will need to be removed from the area.

Communications from Members:

- Ms. Ladner made a motion to move the next meeting from its regularly scheduled date of August 19th to the 12th, Ms. Bruch supported, all ayes, the motion carried.
- Ms. Platt asked Ms. Steel how the site tour of the Creeks and other redevelopment ready properties went. Ms. Steel stated that the parties involved were more interested in the redevelopment ready areas than the Creeks.
- Ms. Steel would like to update the TakeMeToHart website to a full-on economic development site.
- Ms. Ladner advised the board that she is resigning as the board should have an odd number of members; she will continue to act as the advisor for the board. A new vice chair will have to be chosen.
- Ms. Lipps asked for an update on the annual car show, no one knows at this time. Ms. Ladner did state that most communities have canceled similar events due to COVID-19.
- Mr. Splane asked about the financials, Ms. Ladner stated that they are almost finalized and should be available for the August meeting and will cover the month of July.
- Ms. Bruch thanked Ms. Steel for her reports and the work on the e-newsletter. The Oceana County Alliance will be formatting their own e-newsletter after Ms. Steel's version to be distributed countywide.

Ms. Platt made a motion to adjourn the meeting at 4:49 pm, supported by Ms. Bruch, all ayes, the motion carried, and the meeting adjourned.

The next regularly scheduled meeting is on Wednesday, August 12, 2020, at 4:00 pm. A special meeting will be held if needed sooner.



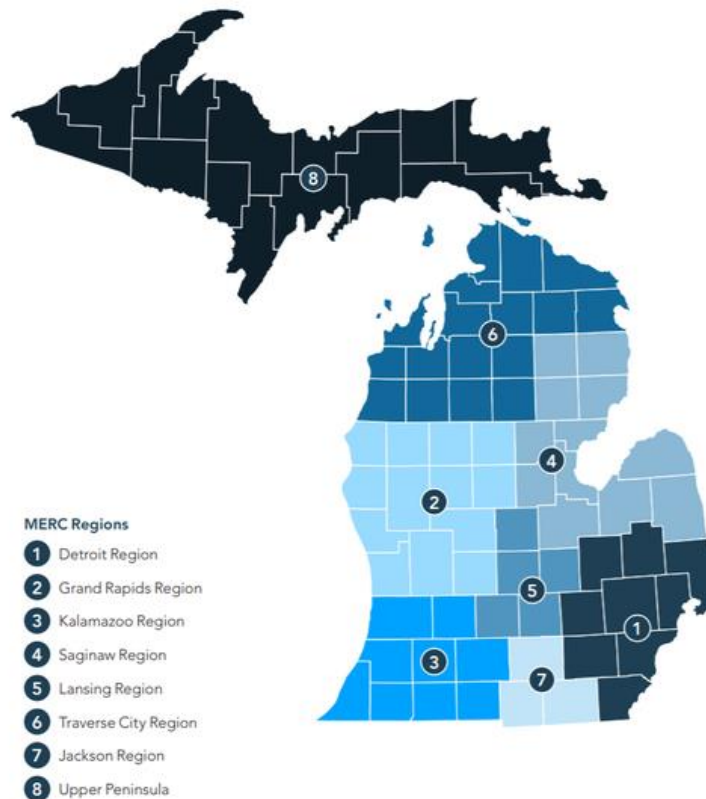
4.C. HART SPARKS (08/27/20)

For reference in discussing Hart Sparks on 08/27/20, below is the most recent Executive Order regarding outdoor gatherings, released July 29, 2020.

LANSING, Mich. – Today, Governor Gretchen Whitmer signed Executive Order 2020-160 and Executive Order 2020-161, amending Michigan’s Safe Start Order and issuing revised workplace safeguards. Under the Safe Start Order, starting July 31, 2020, statewide indoor gatherings will be limited to 10 people and bars will be closed for indoor service across the state, including in Regions 6 and 8...

...COVID-19’s resurgence is closely associated with super-spreading events at large social gatherings, often attended by young people. An outbreak at a Lansing bar has resulted in 187 infections; more than 50 cases have been linked to a single house party in Saline; and a sandbar party at Torch Lake over the July 4 weekend led to at least 43 confirmed cases. **Therefore, Executive Order 2020-160 limits statewide indoor gatherings to 10 people or less and, across most of the state, limits outdoor gatherings to 100. (The outdoor gathering limits will remain at 250 in Regions 6 and 8.)**

Executive Order 2020-160 will rescind Executive Orders 2020-110, 2020-115, 2020-120, 2020-133, and 2020-143.





4.d. VICE PRESIDENT NOMINATIONS | LADNER RESIGNATION

FOR REFERENCE:

Bylaws of Hart Economic and Redevelopment Team
a Michigan nonprofit corporation as adopted the 13th day of February 2020

Article 4 | Board of Directors

Section 1. *Number.* The number of directors shall be at least seven (7) and no more than eleven (11).

Section 2. *Qualifications.* A director shall be a resident of the City of Hart, the owner, employee, or agent of a business which is either located in or does business within the City of Hart, or an employee of the City of Hart. At all times, two (2) directors shall be members of the City Council of the City of Hart...

Section 3. *Nomination.* The first board of directors shall be elected by the incorporator as directed by the member. One half of the initial directors shall serve an initial term beginning on the date of appointment and ending on June 30, 2021, and one half of the initial directors shall serve a term beginning on the date of appointment and ending on June 30, 2022, as designated by the incorporator. Thereafter, directors shall be elected at the annual meeting of the member.

Section 17. *Vacancies.* A majority of the board may elect a person to fill a vacancy on the board of directors until the next annual meeting of the member.

Section 18. *Resignation and Removal.* A director may resign from the board of directors at any time by giving written notice of resignation to the chairman of the board. A director may be removed from the board of directors, with or without cause, by a vote of the member or by a vote of two-thirds (2/3) of the board of directors at a regular meeting or a special meeting called for this purpose. In this case, the notice of the meeting must state that this is a purpose of the meeting, and notice must be given at least ten (10) days before the meeting.

Article 5 | Officers

Section 1. *Number.* The corporation shall have a president, treasurer, secretary, and such other officers as the board of directors may elect from time to time. The board may also appoint a recording secretary from time to time who need not be a member of the board.

Section 8. *Vice president.* The Board of Directors may, but is not required to, appoint one or more vice presidents. The vice president(s) shall perform the duties and exercise the authority of the president or other officers under whom they serve in the absence or disability of the president or other appropriate officers. The vice president(s) shall also have such other duties and authority as the board of directors may delegate to him or her from time to time.



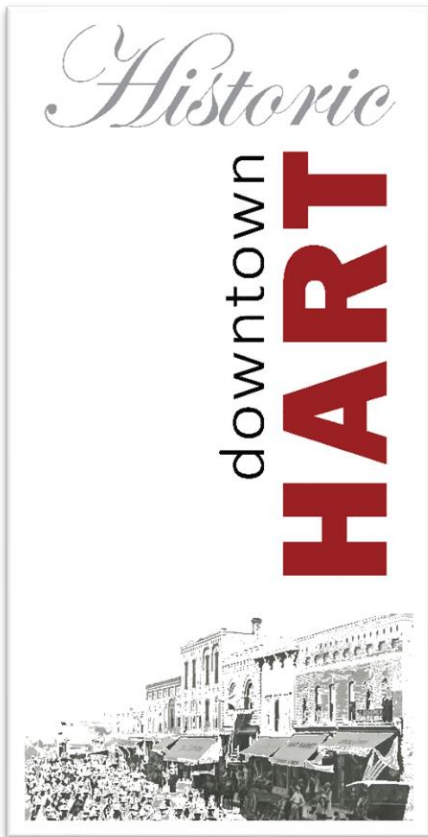
4.e. DOWNTOWN BANNERS

The H.E.A.R.T. Board requested at its July 2020 meeting that the current Hart Main Street pole banners downtown be removed and replaced with Hart Pirate banners from the school because the current banners have expired dates and say Hart Main Street.

I was advised by Brad at DPW that this is not ideal because the Hart Pirate banners are 12" longer than our current banners. Although larger brackets are available to use, our poles get wider as they go down preventing the bottom from clamp properly.

There is another set of banners that fit, but they also say, "hart main street".

Therefore, I am proposing we purchase new banners. Below is a design suggestion and quotes:



(50) 18 X 36 VINYL STREET POST BANNERS, DOUBLE-SIDED

DISPLAYS2GO.COM:	\$2,139 w/ tax & shipping
BANNERVILLE:	\$2,011 w/ tax & shipping
DISPLAY SALES:	\$2,550 w/ shipping
ZANE WILLIAMS:	\$1,750



4.f. BAND SHELTER

H.E.A.R.T. board member and Music on the Commons Coordinator, Tracey Lipps, requested permission from City Council to construct a 16' x 10' open performance shelter with a 2-12 pitch roof and attached 4-8" stage at Hart Commons – Resolution 19-74 was approved on 11/12/19.

Tracey was also able to secure a \$1,570 donation from Hart Lions Club to cover the cost of supplies. The Lions Club also volunteered to build the shelter. A zoning permit was authorized on 05/18/20.

In order to complete this project, it is my understanding that the following steps must take place:

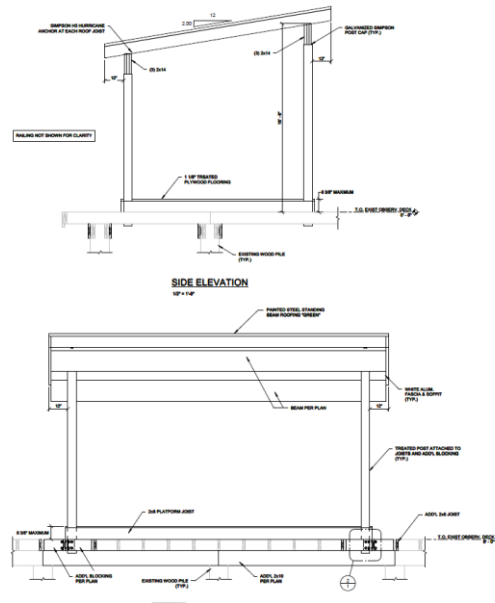
- Find a licensed contractor willing to donate time to oversee project & obtain permit.
- Coordinate with Hart Energy Department for install of electrical infrastructure.

Action items:

- Is this a project we want to oversee?
- If so, who will dig/pour footings?
- Will the “deck” support a structure like this?
- Is the platform/stage necessary? Will it pose a hazard being next to the fence?
- Are we willing to cover expenses that exceed the \$1,500 estimate?
- Where exactly will structure be placed?
- Completion date goal _____?



*There would be an attached stage added to the pavillion.
 †The roof would be different from this photo





DIRECTOR'S REPORT

AUGUST 12, 2020

EVENTS

- August 13, 2020 - Music On The Commons featuring Yesterday's Wine @ 7pm.
- Hart Sparks is tentatively rescheduled for Thursday, August 27th following Music on the Commons. HEART moved its next board meeting to Aug 12th to make a final determination on the event.
- August 27, 2020 - Music On The Commons featuring Rocket Fuel Haulers @ 7pm (replacing the Scottville Clown Band who cancelled all of their shows for the summer).

UPDATES

- Coordinated a downtown cleanup project with West Shore Bank to pull weeds & freshen up the mulch around approximately 20 treescapes on State Street.
- Hart Rotary would like to sponsor and help with a community project. I asked for an amount they're willing to spend. I will report back in hopes that we can find a matching project!
- HEART strategic planning discussions on the topics of Education and Destination/Marketing took place (committee reports available upon request). Infrastructure, Regional Collaboration and Industry Activities Committees will meet in August.
- Framework of new HEART website is in place and updated photos of Hart have been taken for site. Site will provide economic tools, resources, incentives, available properties, relocation information, demographic studies and much more.
- Working with the TIFA Board to launch a Property Improvement Grant offering a 50% match for exterior façade improvements such as brickwork, windows, painting, landscaping, awnings, doors, etc.
- Attended Financial Empowerment for your Community (CEDAM) & Roadmap for Redevelopment (EDA) webinars.
- H.E.A.R.T. e-newsletter went out on 08/04/20 for 480 subscribers.

Respectfully Submitted,

Nichole Steel
Economic & Community Development Director



Hart Economic & Redevelopment Team
BEAUTIFICATION COMMITTEE UPDATE

June 22, July 13 July 29, 2020

Present: Platt, Steel, Bruch, Ziggler

The HEART Beautification Committee has met three times. Its purpose is to make Hart a beautiful, welcoming community by identify and finding solutions for areas that need improvement. The following is a summary of our discussions:

The committee identified the following as opportunities for improvement:

- ~~Curb painting & striping~~
- Lake cleanup
- ~~Downtown Treescapes (pull weeds & mulch)~~
- Cleanup parking lot flower beds
- Remove red paint on downtown sidewalks left by boyscouts
- Better use of message board in downtown
- Placement of rock for historic plaque
- Finish painting brown light poles black (convert to LED)
- Have historic district replace their water damaged map/info on trailhead message board
- Create a boardwalk from Veterans Park to John Gurney Park
- Flowers downtown
- Sidewalk repairs (missing @ Johnson St in front of Fox's)
- Remove HMS light pole banners & replace w/ pirate banners
- Tree trimming downtown
- Funding for new streetscape
- Replace treescapes mulch with brick paver
- Purchase large planters to place on sidewalks downtown
- Paint & cleanup DPW building

Platt suggested we create signs to place in the yards of residences going above & beyond to make their landscaping look beautiful, i.e. "The City of Hart recognizes..."

Next step: the committee will review each item and discuss how to facilitate them, if possible and provide the HEART board with a monthly progress report.



Hart Economic & Redevelopment Team

DESTINATION/MARKETING STRATEGIC PLAN COMMITTEE

July 30, 2020

Present: Steel, Splane, Beal

GOAL: To make Hart a destination city with a high quality of life

- More events
 - Create a process to support groups, businesses, individuals who want to host community events with a checklist of how, when, etc. to easily walk them through the process and encourage participation and leadership of more community events.
 - Set an annual amount to contribute to supporting community events/sponsorships/mini grants?
 - Possibly hire a parks/rec/activity/event planner for the city or hire an intern
- Improved signage & bike lane striping/arrows on road from trailhead to downtown (locate plans for this)
- Lead snowmobilers/winter sports using rail trail to downtown Hart
- Committee identified that Hart is currently more of a day trip destination than an overnight destination and with that:
 - Start with a staycation promotion “love where you live” campaign. Are locals and those within a 30-45 mile radius know what we have to offer?
 - Create flyers and web info to showcase local attractions such as:
 - We have 6 thrift shops within 10 miles
 - Bike trail
 - John Gurney
 - Events & performing arts (Hart auditorium, dale & gails)
 - Hart Lake (fishing, kayak rentals, boating, etc)
 - Historic District - tours
- More live music in downtown Hart, possibly 7 days/week in summer
- Make City, HEART, Historic District & John Gurney Park websites all look/feel the same & connect to expand reach online & build a sense of brand and unity
- One, shared community calendar of all Hart events
- Build up Hart collateral so we can sell Hart (print & digital)
- Possibly move the billboard by the BP on Polk
- Come up with a BHAG (ie; 20 new businesses in 5 years, waterslide down embankment to Hart Lake)
- Plan to launch a huge Hart, MI marketing campaign kickoff in 3-5 years
- Become the city of murals – build off what’s been started in alleys
- Engage students
- Celebrate our “history” more than being “historic”
- Weekly/ongoing open air craft market