City of Hart, Michigan

H.E.A.R.T. BOARD

October 2, 2024, 2:00 PM

Hart City Hall Community Center, 407 State Street, Hart, Michigan

AGENDA

1. Call to Order
    a. Roll Call (Scott Beal, Catalina Burillo, Sue Payne, Maria Rosas, Hannah Juhl, Noble Graham-Lattin, Andrew Mullen, Dean Hodges)
2. Approval of Agenda
3. Public Comment
4. July Minutes
5. May, June, July, August Financials
6. Action Items
    a. Nomination for Chair and Vice Chair for FY 24-25
    b. Regular HEART Board Meeting Schedule FY 24-25 1:00 PM
        i. Sept 4, Nov 6, Jan 1, Mar 5, May 7,
    c. HEART Board to serve as the Historic Preservation Group governing body
    d. Downtown Decorating Spending $300
        i. To purchase pumpkins – hay bales donated by Sue Payne (thank you Sue)!
    e. Artwalk expenses: $4180
        i. $2500 Empty Canvas
        ii. $180 sidewalk chalk artist from GR
        iii. $1500 Hartprize prize money (2) $750 cash prizes
7. Winterfest spend request/budget $3,500
    a. Live ice sculptor(s)
    b. Special use permit to use chalets for tasting rooms
8. Updates/Discussion Items
    a. Ceres Property – Developer RFQ Review
    b. Grants
        i. Awarded $7k towards Music on the Commons from **Michigan Arts & Cultural Council**
        ii. Letter of Intent due 10.07.24 for **Rural Prosperity Grant** for up to $50k w/ 10% match for rural development projects that support training/development opportunities, shared service staff, activities that prepare communities for development, including development of properties inventory, development studies, collaborative initiatives, readiness for future project, cross sector collaboration. Full grant due **November 11, 2014**
        iii. **Revitalization and Placemaking Grant** for up to $50k or 50% of project cost, whichever is less for streetscaping projects. Talking with Prein & Newhof engineers who developed our streetscape plan about assisting us in applying. Submission date has not been announced.
    c. Development Committee Update (Andrew, Hannah, Sue, Catalina)
        i. Andrew is working on updating Industrial Park Covenant suggestions made by committee and then Nichole will reach out to property owners asking for support to

amend the covenants so they do not prohibit future development. It was decided that amending vs dissolving the covenants is the best approach. If it is determined that there is support, Nichole will work with an attorney to draw up an official amendment with our recommendations, to be adopted

ii. Committee reviewed The Smith Groups housing needs assessment for the Ceres property which concluded that Hart could support 22 housing units, 8 rental units and could anticipate $700 - $900 in retail rents

d. Marketing Committee Update (Hannah & Noble)
    i. Discussed changing the format of Music on the Commons to DJ nights with food trucks, themed nights, raffles, yard games, art, corn hole
    ii. Discussed hosting a mock wedding at the Historic District for the purpose of promoting the district as a venue and/or possibly working with Hart vendors within X # of miles to put on a preferred vendor wedding expo to showcase Hart as a wedding destination and possibly giving away a wedding package valued at $$____
e. Business Support & Talent Committee Update (Catlina)
    i. Cat gave updates on Oceana county food needs discussions for pantries, food distribution, and a grant team she is part of through DHD 10

9. Events
    a. Downtown Fall Decorating (Oct 3rd @ 3pm)
    b. Artwalk & Hartprize October 5th
    c. Halloween Movie Night & Dance Party – Oct. 26th 5-8:30pm Historic District
    d. Downtown Trick-or-Treating - October 31st – 3:00 – 5:00
    e. Veterans Day Parade – Nov 9th Downtown Hart
10. Member Comments
11. Next Regular Meeting Wednesday, _____ @ 2 PM
12. Adjournment

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/triathalon, 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) fundraise 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

THE HUNTINGTON NATIONAL BANK
PO BOX 1558 EA1W37
COLUMBUS OH 43216-1558

Huntington

CITY OF HART
H.E.A.R.T
407 S STATE ST
HART MI 49420-1259

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www.huntington.com/businessresources

Huntington Public Funds Hybrid Checking — *Account: -------1437*

Statement Activity From: 05/01/24 to 05/31/24

Days in Statement Period	31
Average Ledger Balance*	118,776.79
Average Collected Balance*	118,194.53

* The above balances correspond to the service charge cycle for this account.

Beginning Balance	**$116,028.01**
Credits (+)	**9,568.85**
Regular Deposits	6,675.00
Electronic Deposits	2,893.85
Debits (-)	**9,039.89**
Regular Checks Paid	9,039.89
Ending Balance	**$116,556.97**

Deposits (+) — *Account:-------1437*

Date	Amount	Serial #	Type
05/03 Elect forest donation Sponsors	6,000.00		Remote
05/22 Chalet deposit	125.00	161765996	Brch/ATM
05/31 Chalet deposits & sponsors	550.00		Remote

Other Credits (+) — *Account:-------1437*

Date	Amount	Description
05/01	2,183.85	STRIPE TRANSFER ST-H3M6M9V5H3I4 Sponsorships $1000 patrice martin $1000 stellas $250 dune ridge + fees } sponsors
05/03 Chalets rent	400.00	BUS ONL TFR FRM CHECKING 050324 XXXXXXX0405
05/03 Chalets rent	310.00	BUS ONL TFR FRM CHECKING 050324 XXXXXXX0405

Checks (-) — *Account:-------1437*

75% of Billboard

Date	Amount	Check #	Date	Amount	Check #
05/10	7,846.50	1057 Signplicity	05/16	74.17	1059 city electric Chalets during construction interior
05/10	188.00	1058 Grace advert. Hart sparks	05/31	931.22 hanging baskets downtown	1060

(*) Indicates the prior sequentially numbered check(s) may have 1) been voided by you 2) not yet been presented 3) appeared on a previous statement or 4) been included in a list of checks.

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Huntington Public Funds Hybrid Checking — *Account: -------1437*

Statement Activity From: 06/01/24 to 06/30/24	
Days in Statement Period	30
Average Ledger Balance*	117,169.99
Average Collected Balance*	117,139.99

* The above balances correspond to the service charge cycle for this account.

Beginning Balance	**$116,556.97**
Credits (+)	**1,042.20**
Regular Deposits	557.00
Electronic Deposits	485.20
Debits (-)	**250.00**
Regular Checks Paid	250.00
Ending Balance	**$117,349.17**

Deposits (+) — *Account:-------1437*

Date	Amount	Serial #	Type
06/06 Chalet rent	167.00	170678185	Brch/ATM
06/14 chalet rent	200.00		Remote
06/14 chalet rent	190.00	161765995	Brch/ATM

Other Credits (+) — *Account:-------1437*

Date	Amount	Description
06/03	485.20	STRIPE TRANSFER ST-Q5G5S8Q3R0A3 Sue payne sponsorship

Checks (-) — *Account:-------1437*

Date	Amount	Check #
06/07	250.00	1062 room rental Dale + Gail's "trip down memory lane"

(*) Indicates the prior sequentially numbered check(s) may have 1) been voided by you 2) not yet been presented 3) appeared on a previous statement or 4) been included in a list of checks.

Balance Activity — *Account:-------1437*

Date	Balance	Date	Balance	Date	Balance
05/31	116,556.97	06/06	117,209.17	06/14	117,349.17
06/03	117,042.17	06/07	116,959.17		

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Huntington Public Funds Hybrid Checking — *Account: -------1437*

Statement Activity From: 07/01/24 to 07/31/24

Days in Statement Period	31
Average Ledger Balance*	118,698.78
Average Collected Balance*	118,605.23

* The above balances correspond to the service charge cycle for this account.

Beginning Balance	**$117,349.17**
Credits (+)	**2,868.72**
Regular Deposits	1,417.00
Electronic Deposits	1,451.72
Debits (-)	**531.90**
Regular Checks Paid	531.90
Ending Balance	**$119,685.99**

Deposits (+) — *Account:-------1437*

Date	Amount	Serial #	Type
07/05 Hart sparks vendor	100.00	161765998	Brch/ATM
07/10 Chalet rent	167.00	170678183	Brch/ATM
07/10 4.5. vendor	100.00		Remote

Date	Amount	Serial #	Type
07/18	700.00	$500 sponsor $200 chalet rent	Remote
07/18 Chalet rent	190.00	170678200	Brch/ATM
07/31 chalet rent	160.00	170678188	Brch/ATM

Other Credits (+) — *Account:-------1437*

Date	Amount	Description
07/01	1,041.72	STRIPE TRANSFER ST-P4E0V7N9F2N7
07/29	410.00	BUS ONL TFR FRM CHECKING 072924 XXXXXXX0405

↳ 250 sponsor +160 chalet rent pmt

Stripe
250 great Lakes fencing sponsor
500 lane stotler sponsor
100 moes BBQ Hart sparks
100 waffle stix
125 music on commons market vendors
100 food truck Hart sparks
-fees

Checks (-) — *Account:-------1437*

Date	Amount	Check #
07/05	37.90	1063 2-months Downtown music speaker subscription

Date	Amount	Check #
07/08	494.00	1064 Echo music on commons ad

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Huntington Public Funds Hybrid Checking — *Account: -------1437*

Statement Activity From: 08/01/24 to 08/31/24

Days in Statement Period	31
Average Ledger Balance*	115,220.65
Average Collected Balance*	115,175.49

* The above balances correspond to the service charge cycle for this account.

Beginning Balance	**$119,685.99**
Credits (+)	**1,739.68**
Regular Deposits	1,547.00
Electronic Deposits	192.68
Debits (-)	**9,185.55**
Regular Checks Paid	9,185.55
Ending Balance	**$112,240.12**

Deposits (+) — *Account:-------1437*

Date	Amount	Serial #	Type
08/15	1,000.00 great lakes sponsor		Remote
08/15	167.00 Chalet	170678198	Brch/ATM
08/30	200.00 Chalet		Remote
08/30	180.00 Chalet	170678187	Brch/ATM

Other Credits (+) — *Account:-------1437*

Date	Amount	Description
08/01	192.68	STRIPE TRANSFER ST-V4P6K0G0N7L8 4th of July food vendor $100 (4) Music on Commons vendors $100 - fees (-$7.32)

Checks (-) — *Account:-------1437*

Date	Amount	Check #
08/15	309.68	1065 sponsor banner + rack cards
08/14	7,650.00	1066 Signplicity Hwy Sign
08/12	1,000.00	1067 pitch north sponsor
08/23	225.87	1068 Social dist. stickers

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Balance Activity — *Account:-------1437*

Date	Balance	Date	Balance	Date	Balance
07/31	119,685.99	08/12	118,878.67	08/15	112,085.99
08/01	119,878.67	08/14	111,228.67	08/23	111,860.12

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HEART ECONOMIC & REDEVELOPMENT TEAM

Board of Directors

ACTIVE

Board Member	Title	Appointed	Term Expires
Scott Beal	Secretary	2/13/2020	6/30/2023
Sue Payne	Director	7/21/2021	6/30/2023
Maria Rosas	Treasurer	7/21/2021	6/30/2023
Catalina Burillo	Councilmember	5/1/2022	coincides w/ council
Hannah Juhl	Vice-President	11/2/2022	11/2/2024
Noble Graham-Lattin	Director	9/13/2023	9/13/2025
Andrew Mullen	Director	2/27/2024	2/27/2026
Dean Hodges	Councilmember	2/13/2024	coincides w/ council

407 S. State St.
Hart, MI 49420
Office: 231-873-2488
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www.cityofhart.org

August 20, 2024

Hart Heritage Preservation Group
Board of Directors and volunteers

RE: City of Hart
Historic District Support

Distinguished Board Members,

The purpose of this communication is to propose a course of action that may help the Hart Heritage Preservation Group to reorganize in an effort to retain the 501c3 designation and to allow past efforts of the group to continue into a new period of development in the Hart Historic District.

During recent meetings, it's clear that our lack of volunteer and board member interest is leading to a tough decision that may include dissolving the board itself. This would be a tragedy with respect to the thousands of volunteer hours and donations that led us to the beautiful state of the Historic District offerings we enjoy today.

The Hart Economic and Redevelopment Team is a non-profit organization that focuses on economic and community development strategies and solutions. The group is a 501c4 organization and thus is operated exclusively to promote social welfare.

Being that the HEART board and the HHPG board have aligned goals, it may be a good solution to allow the current board members to serve a dual role as board members of both non-profit organizations. This arrangement could allow the use of city administration to assist with bookkeeping and annual tasks.

The City of Hart's new Park and Recreation Superintendent, Chris TerHaar has met with Russ Robbins several times and has offered to assist with rental operations and would like to see the new city department help to facilitate operations in the future and oversee volunteer coordination.

The Current HEART board consists of several Hart area business owners, representation from the visitors bureau, and city council. These people have a vested interest in seeing future growth in the community benefit that the historic district provides and it's role as a tourist attraction.

Please note this is a proposal open for discussion and would require approval by both boards prior to execution. Feel free to reach out with any questions or concerns and I will do my best to bridge communication as your board discusses the opportunity.

Respectfully,

Rob Splane, City Manager