City of Hart, Michigan

H.E.A.R.T. BOARD

January 4, 2023, 2:00 PM

Hart City Hall Community Center, 409 State Street, Hart, Michigan

AGENDA

1. Call to Order
    a. Roll Call (Scott Beal, Fred Rybarz, Catalina Burillo, Sue Payne, Maria Rosas, Hannah Juhl)
2. Approval of Agenda
3. Public Comment
4. Approval of Consent Agenda
    a. 12.02.22 Regular Meeting Minutes
    b. December Financial Statements
5. Action Items
    a. Sponsorship Package Review
    b. Winterfest Review
    c. HEART Financial Summary & Projections
6. Updates/Discussion Items
    a. Music on the Commons
    b. Project Updates
        i. The Creeks
        ii. Ceres Co-op
        iii. Walkers Demo
        iv. Wayfinding
        v. Streetscape
7. Next Regular Meeting Wednesday, February 1, 2022 @ 2 PM
8. Adjournment

CITY OF HART
407 S. STATE ST.
HART, MI 49420

Hart Economic and Redevelopment Team (H.E.A.R.T.)
December 7, 2022

MINUTES DRAFT

1) **Call to Order**
   Rybarz called the meeting to order at 2:08 pm.
   a) **Roll Call**
      - **Members present**: Maria Rosas, Catalina Burillo, Fred Rybarz, Hannah Juhl
      - **Members absent:** Scott Beal, Sue Payne

   Others present: Nichole Kleiner, Rob Splane
2) **Public Comments** – None
3) **Approval of the Consent Agenda -** Motion by Burillo, supported by Juhl to approve the consent agenda. Motion carried.
4) **Action Items**
   a) **Community Guide Ad Spend Authorization –** Nichole shared that the OHJ is reworking the community guide with a stronger emphasis on Hart. The OHJ would like our input on the content & would like us to advertise in the publication. Without guides available for the board to review the decision was made to table the discussion and rely on Nichole to work with OHJ on content.
   b) **Authorize $75 in prize money to holiday decorating contest -** Motion by Burillo, supported by Juhl to allocate $75 towards 3 $25 gift cards for best decorated business, home, and peoples choice award. Motion Carried.
   c) **2023 Sponsorship Package –** Nichole presented board with rough draft of a sponsorship package to help offset the cost of projects and events hosted by HEART. The board supported the idea and made suggestions to proposal. Nichole agreed to modify package & email to board for review so we can distribute as soon as possible.
   d) **HMS CD** – Kleiner asked the board if they would like to roll over the HMS $12,65678 CD into the HEART account. The board asked for more information to include the original balance of the CD, percent of interest, the term, and how often we are able to withdraw funds.
   e) **HMS CD has mature date 03.08.23 in the amount of $12,656.78** – motion by Burillo supported by Rosas to authorize transfer of CD account from HMS to HEART and authorize Nichole Kleiner, Fred Rybarz, and Hannah Juhl as signers on the account.
5) **Updates/Discussion Items**
   a) **Hart Sparks** – a contract has been secured with Pyrotechnico Fireworks Inc for $15,000 for a 20 min display on July 2, 2023.
   b) Project Updates
      - **The Creeks** – walls are up on first house in development
      - **Ceres Co-op** – possible UST found during phase II – Fishbeck is arranging excavator to uncover & reveal so we know for certain.
      - **Walkers Demo** – building will be down by the end of the month
      - **Wayfinding** – met with installation contractors, supplies being ordered, project to begin in spring
      - **Streetscape Design** – TIFA is funding this project & taking the lead on discussions & direction, should have renderings by fall 2023
6) **Board Member Comments –** None
7) **Adjournment** – Motion to adjourn made by Catalina. Meeting adjourned at 3:12 pm.

WHAT ARE YOU SUPPORTING?

- Hart Sparks Fireworks $16,000
- Art Walk $1500
- Music on the Commons Summer Concert Series $7700
- Makers Market $500
- Thrift Crawls $500
- Get to Workshop $1500
- Hart Winterfest (Soup Crawl, Ice Carvings, etc) $1750
- Winter Golf Outing $500
- Art in Hart (25 by 2025) $10k/yr
- Networking Events $1500
- Training Opportunites $1500
- Business Recruitment & Retention
- Regional Collaboration
- Marketing efforts to make Hart a destination city with a high quality of life $3000
- Educational partnerships

$45,950





Make a difference!

Hart

ECONOMIC AND REDEVELOPMENT TEAM

#TAKEMETOHART

Welcome to the Hart Economic and Redevelopment Team (HEART)!

Individuals, businesses, and non-profits are invited to make a real difference in our community by becoming a HEART sponsor.

HEART is proud of what it has accomplished since forming in early 2020. Our success relies on our generous sponsors and the belief that a thriving Hart serves us all.

Thank you for contributing to the growing success of our community!

Nichole Kleiner
Executive Director

CONTACT US

407 S State Street | Hart, MI 49420
(231) 873-2488
info@takemetohart.org

www.takemetohart.org

SPONSORSHIP OPPORTUNITIES



WWW.TAKEMETOHART.ORG

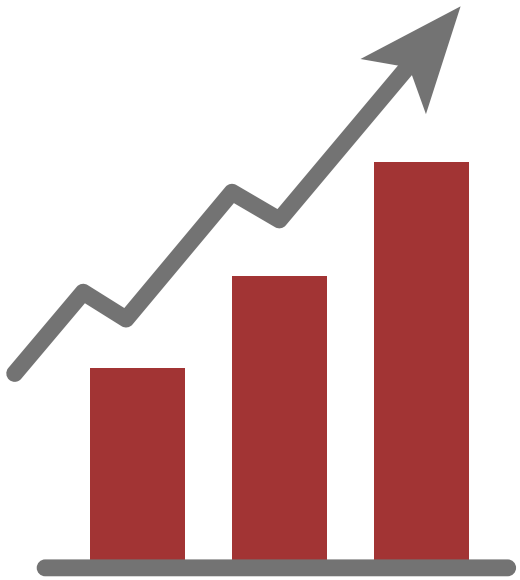
Invest IN YOUR COMMUNITY

STAND OUT AS A COMMUNITY SUPPORTER!

SPONSORSHIP LEVELS

When you become a sponsor of the Hart Economic and Redevelopment Team, you not only make an investment in your business but in your community as well.

GOLD-LEVEL SPONSOR	$5,000 ↑
SILVER-LEVEL SPONSOR	$1,000
BRONZE LEVEL SPONSOR	$ 500
CORE SPONSOR	$ 275
NON-PROFIT/INDIVIDUALS	$ 99



ALL MEMBERS RECEIVE

- Highlighted listing in online directory
- Recognition on event promotions
- E-Newsletter subscription
- Unlimited posts on takemetohart.org community event calendar
- One free post on HEART's social media pages (Facebook & Instagram)
- Name on Hart promotional t-shirts
- Recognition on takemetohart.org

CORE SPONSOR

$250

BRONZE-LEVEL SPONSOR

$500

Core sponsor benefits plus your business highlighted as a leader on takemetohart.org's website, every newsletter & at all events plus, one e-blast to 1,200 subscribers.

SILVER-LEVEL SPONSOR

$1000

Core sponsor benefits plus full-color logo recognition at every event, on takemetohart.org's home page, in all newsletters & on executive letterhead plus, two dedicated e-blasts to 1,200 subscribers.

GOLD-LEVEL SPONSOR

$5k-$10k

Core sponsor benefits plus full-color logo recognition at every event, on takemetohart.org's home page, in all newsletters & on executive letterhead, two dedicated e-blasts to 1,200 subscribers plus **title sponsorship to one HEART-hosted event** (first come basis). "Sponsor Spotlight" feature on social media & takemetohart.org to highlight your community involvement and showcase your business.

HART WINTER FEST

WHEN

Friday & Saturday
February 3–4, 2023

WHERE

Hart, Michigan

WWW.TAKEMETOHART.ORG



FRIDAY:

BROOMBALL TOURNAMENT

Parking lot North of LaProbadita
FREE for pre-registered players
• 6:30pm | Bring your own gear
AFTER PARTY AT HART PIZZA

SATURDAY:

FARM BUREAU FISHING TOURNAMENT

West Michigan Research Center
$20 | two-person teams
FREE for Farm Bureau members
• 6am | Registration
• 3pm | Weigh-in
Fish on any Michigan Lake
RAFFLE · MEAL · CASH PRIZES

VINTAGE SNOWMOBILE AND SWAP MEET

Oceana County Fairgrounds
Snowmobile trail access – open
• 9am – 3pm
BUY · SELL · TRADE · CONCESSIONS

SOUP WALK

Downtown Hart | 8 Locations
$5 Punch Card = 8 Soup Samples
• 11am – 2pm
Purchase punch card at Morningside Pallet Co
VOTE AT LAST STOP

FROZEN TIN MAN WINTER GOLF OUTING

1774 W Polk Rd, Hart
$35 per player
• 12pm | Registration
• 1pm | Shotgun Start
3 TENNIS BALLS · RAFFLE · MEAL
CASH PRIZES

HEART 2022 FINANCIAL SUMMARY

STARTING BALANCE	$	155,635			
ACTUAL INCOME					
Donation	$	150		01/24/22	
Soup cookoff ticket sales	$	805		02/17/22	
Correction by treasurer	$	11,910		02/28/22	treasurer withdrawl error correction
TIFA Contribution from 2021	$	9,000		02/28/22	
Treasurer deposited into wrong acct	$	468		04/11/22	
Consumers Energy tin man grant	$	10,000		06/27/22	
Mac wooods tin man donation	$	5,000		07/08/22	
Fireworks vendor fees	$	150		07/25/22	
Dunk tank proceeds	$	910		09/01/22	
TIFA Contribuion 2022	$	9,000		09/14/22	treasurer transfer error
Decorating contest	$	30		10/07/22	
Match on Main Grant	$	25,000		12/01/22	
	$	**81,423**			
ACTUAL EXPENSES			ck#		
Valley Sign	$	4,988	1006	02/04/22	signage design 50% split w/ TIFA
Soup cookoff supplies	$	37	1007	03/31/22	
correction of treasurer wrong deposit	$	468	ETD	05/03/22	
Sponsor Pitch North	$	1,000	1008	06/21/22	
TIFA	$	9,000		09/14/22	treasurer withdrawl error
Art supplies mural contest	$	75	1009	09/27/22	
FIT grant hall rental	$	150	1011	10/26/22	
Downtown speakers	$	7,500	1010	10/31/22	
Match on Main payout Lakeside	$	25,000	1012	11/30/22	
TIFA	$	9,000		02/01/23	
	$	**57,218**			
YTD BALANCE	**$**	**113,431**			
PROJECTED INCOME 2023					
Electric Forrest	$	5,000			tin man donation
MCACA	$	15,000			
TIFA Tin Man Donation	$	5,000			
Tin Man Donation Golf Outing	$	5,000			
TIFA Contribution 2023	$	9,000			annual contribution
	$	**39,000**			
PROJECTED EXPENSES					
Pitch North Competition	$	1,000			
Wayfinding sign shortage	$	19,012			
Wayfinding Authorized	$	25,000			
Art in Hart	$	10,000			PER YEAR 2023, 2024, 2025
Tin Man	$	50,000			
	$	**105,012**			
PROJECTED BALANCE	**$**	**47,419**			

ABOUT

The Frozen Tin Man Winter Golf Outing will be hosted at the City of Hart irrigation property on Polk Road... IN THE SNOW!

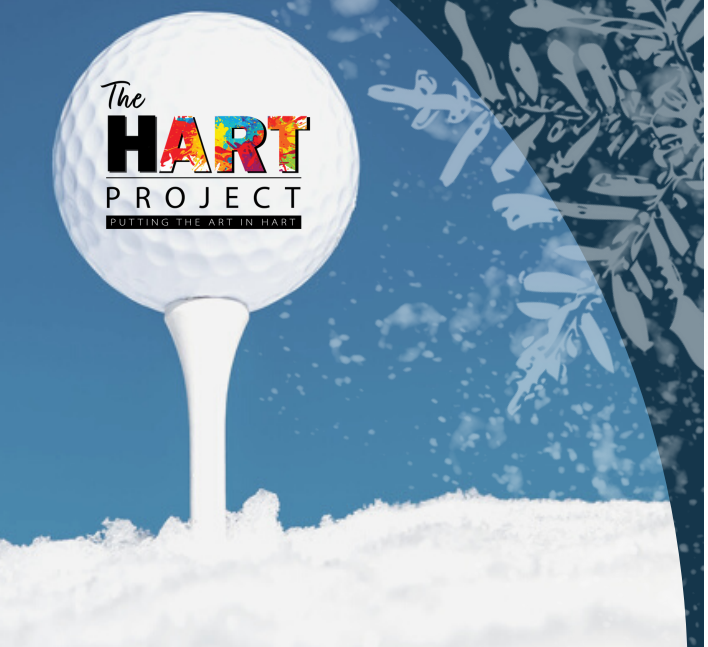
Join us for 9 holes of golf where tennis balls will be used instead of golf balls!!

Walk the course or ride your golf cart/ORV.

THE PURPOSE

Hart is fundraising to "help the tin man find his Hart".

Bill Secunda, a six-time Artprize artist is creating a one-of-a-kind 24-ft sculpture for downtown Hart, similar to the one featured in the 2021 Artprize. Your support will help us bring the tin man to Hart in 2023!



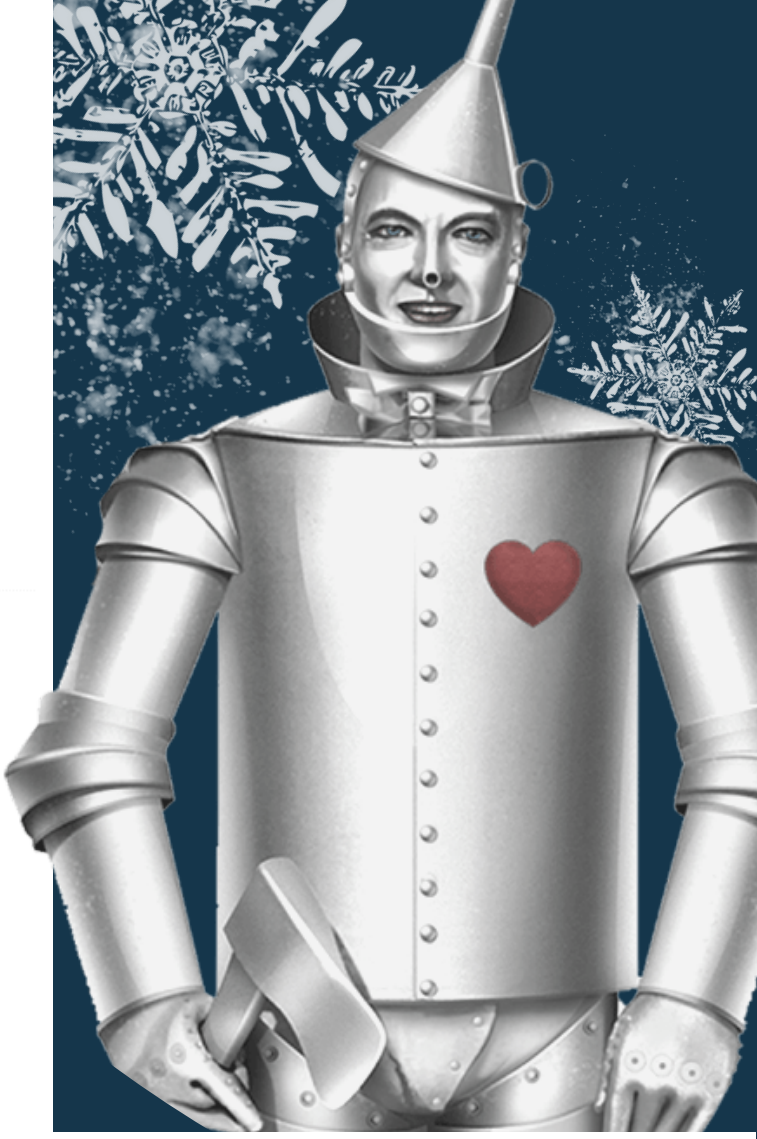
The HART PROJECT
PUTTING THE ART IN HART

1774 W POLK RD

Hart, MI 49420

CONTACT:

The Hart Project
407 S State St
Hart, MI 49420
231.923.0920



THE FROZEN TIN MAN

WINTER GOLF OUTING

FEBRUARY 4, 2023

EVENT DETAILS

REGISTRATION	12:00PM
SHOTGUN	1:00PM
SOUP, HOT DOGS & AWARDS	TO FOLLOW
BONFIRE, MUSIC, RAFFLE	TO FOLLOW

$35 PER PERSON

- 9 holes of golf
- 3 tennis balls for play
- Bowl of soup + hot dog



SPONSOR!!

HELP US RAISE $25,000!

Your donation, of any amount entitles you to:

- Logo recognition on event signage
- Logo recognition on website
- Logo of company in the outing flyer
- Logo recognition on e-announcements
- Recognition during event announcements & reception

SPONSOR NAME (BUSINESS)

CONTACT NAME

EMAIL ADDRESS

PHONE

SILENT AUCTION DONATION

◯ **TIN MAN SPONSOR**
AMOUNT $

◯ **$100 HOLE SPONSOR**

PREFERRED BILLING METHOD

◯ please send an invoice
◯ check enclosed
◯ paid online @ takemetohart.org

CALL TO REGISTER

To register your 4-person team
call (231) 923-0920
or
(231) 638-1963

VOTE FOR YOUR FAVORITE TIN MAN LOCATION!



Northeast corner of parking lot next to Hart Dairy Delight



Southwest corner of parking lot next to LaProbadita



Hart Historic District