City of Hart, Michigan

H.E.A.R.T. BOARD

June 16, 2021, 4:00 PM

Community Center, 409 State Street, Hart, Michigan

AGENDA

1. Call to Order
2. Roll Call (Splane, Tufts, Bruce, Beal, Lipps, Platt, Rybarz, Hodges)
    a. Welcome new board members: Mark Platt, Fred Rybarz, Dean Hodges
3. Approval of Agenda
4. Public Comment
5. Approval of Consent Agenda
    a. 05.19.21 Regular Meeting Minutes
    b. May Financials
6. Executive Director's Report
7. Action Items
    a. Board Member Applications
    b. Wayfinding Bid Proposal Selection
    c. Social District Signage
8. Updates/Discussion Items
    a. Open House Tour
    b. Brownfield Authority Update
    c. Hart Sparks Fireworks Update & Vendor Application
    d. Board Meeting Schedule & Frequency
    e. Music on the Commons Handouts
9. Next Regular Meeting July 21, 2021 @ 4 PM
10. Adjournment

CITY OF HART
407 S. STATE ST.
HART, MI 49420
Hart Economic and Redevelopment Team (H.E.A.R.T.)
May 19, 2021
MINUTES – DRAFT

1) **Call to Order**
   President Splane called the meeting to order at 4:00 pm.
2) **Roll Call**
   Members present: Rob Splane, Scott Beal, Tracey Lipps, Jake Tufts, Brandon Bruce
   Members absent: Evans
   Others present: Nichole Kleiner, Gina Mead
3) **Public Comments** -
4) **Approval of the Consent Agenda**
   - **i.** April 2021, Regular Meeting Minutes
   - **ii.** April Financials
   - **iii.** Executive Director's Report

   Motion by Bruce, supported by Lipps to approve the consent agenda as submitted. Motion carried.
5) **Action Items**
   a) **Board Member Resignations and Openings** – motion by Lipps, supported by Bruce to accept Evans and Bruce's resignation along with Mark Platt's application to join the board. Motion carried.
   b) **Wayfinding Proposals** – Four wayfinding proposal were received as a result of a posted RFP for wayfinding design. After discussion and price comparison bids were narrowed down to the two lowest, Michigan-based companies to take to TIFA for review for funding and recommendation.
6) **Updates/Discussion Items**
   a) Board meeting schedule, structure, committees, etc
   b) Social District Update – Nichole shared progress in developing a social district, waiting for direction from council.
   c) The Wall – Gina Mead provided a presentation on a secondary showcase that she would like to partner with the city to bring, it would be here in time to accompany our Independence Day celebrations. She asked the city for support in the amount of $1,000 supported by Beal and Bruce. Splane and Kleiner stated they would have to look into how to fund it.
7) **Board Member Comments –** no discussion
8) **Adjournment** – Bruce made a motion to adjourn, supported by Lipps. Meeting adjourned at 4:53 pm.

Respectfully Submitted,

Nichole Kleiner

Economic & Community Development Director

Huntington
Welcome:

REPORTS - ACTIVITY FROM 05/25/2021 TO 06/08/2021

...1437 / H.E.A.R.T. Bank: HNB / Currency: USD

Summary Balances as of 06/07/2021

Account Type			Public Funds Business Interest Checking
Ledger Balance	$80,154.09	Collected Balance	$80,154.09
Opening Available	$80,154.09		
NSF Amount	$0.00	One Day Float	$0.00
Two Or More Days Float	$0.00		
Total Debits (0)	$0.00	Total Credits (0)	$0.00

Transactions

Opening Ledger Balance as of 05/25/2021 **$79,150.72**

Date	Type	Description	Cust Ref #	Bank Ref #	Debit Amount	Credit Amount	Running Balance
05/27/2021	DEP	REGULAR DEPOSIT		0134099447		$1,000.00	$80,150.72
05/28/2021	INT	INTEREST EARNED		2800009307		$3.37	$80,154.09
Account Totals					$0.00	$1,003.37	

Pending Transactions

No records were found matching your selection.

CITY OF HART: KARLA SWIHART

Fund 244 HART ECONOMIC AND RE-DEVELOPMENT TEAM

GL Number	Description	PERIOD ENDED 05/31/2020	PERIOD ENDED 05/31/2021
*** Assets ***			
244-000.000-001.000	CASH-OPERATING	5,000.37	(25,419.63)
244-000.000-001.009	H.E.A.R.T.	0.00	80,150.72
244-000.000-040.000	ACCOUNTS RECEIVABLE	0.00	0.00
Total Assets		**5,000.37**	**54,731.09**
*** Liabilities ***			
244-000.000-206.000	GIFT CARD LIABILITY	5,000.37	22,125.34
Total Liabilities		**5,000.37**	**22,125.34**
*** Fund Balance ***			
244-000.000-390.000	FUND BALANCE	0.00	(15,230.00)
Total Fund Balance		**0.00**	**(15,230.00)**
Beginning Fund Balance		**0.00**	**(15,230.00)**
Net of Revenues VS Expenditures		**0.00**	**47,835.75**
Ending Fund Balance		**0.00**	**32,605.75**
Total Liabilities And Fund Balance		**5,000.37**	**54,731.09**

EXPENDITURE REPORT FOR CITY OF HART
Balances as of 06/30/2021
% Fiscal Year Completed: 100.00
Fund 244 - HART ECONOMIC AND RE-DEVELOPMENT TEAM

GL Number	Description	2019-20 YEAR END ACTIVITY	2020-21 Orig Budget	2020-21 Amended Budget	YEAR-TO-DATE THRU 06/30/21	Available Balance	% Used
Expenditures							
Department 728.000: Community&Economic Development							
244-728.000-801.000	PROFESSIONAL SERVICES	0.00	1,000.00	1,000.00	0.00	1,000.00	0.00
244-728.000-818.000	CONTRACTURAL SERVICE	0.00	4,800.00	4,800.00	0.00	4,800.00	0.00
244-728.000-880.000	COMMUNITY PROMOTIONS	0.00	7,500.00	7,500.00	0.00	7,500.00	0.00
244-728.000-880.010	Advertizing/Promotion	0.00	5,000.00	5,000.00	0.00	5,000.00	0.00
244-728.000-880.020	GIFT CARD PROMOTIONS						
12/07/2020 CD	SUMMARY CD 12/07/2020		142305	17,180.00			
12/16/2020 CD	SUMMARY CD 12/16/2020		142509	920.00			
12/16/2020 CD	HART PIZZA		142508	(9,200.00)	Check #: '80575 GEN' Vendor '29152'.		
244-728.000-880.020	GIFT CARD PROMOTIONS	15,230.00	0.00	0.00	8,900.00	(8,900.00)	100.00
244-728.000-900.000	PRINTING AND PUBLISHING	0.00	1,000.00	1,000.00	0.00	1,000.00	0.00
244-728.000-910.200	LIABILITY INSURANCE	0.00	1,500.00	1,500.00	0.00	1,500.00	0.00
244-728.000-910.800	Property/Liability/BondingIns	0.00	1,800.00	1,800.00	0.00	1,800.00	0.00
244-728.000-920.000	UTILITIES(HEAT,WATER,ELECT,SEW	0.00	500.00	500.00	0.00	500.00	0.00
244-728.000-956.100	CONF/WKSHOPS/TRAINING	0.00	2,500.00	2,500.00	0.00	2,500.00	0.00
244-728.000-956.200	MEMBERSHIPS/DUES	0.00	2,000.00	2,000.00	0.00	2,000.00	0.00
Total - Dept 728.000		15,230.00	27,600.00	27,600.00	8,900.00	18,700.00	32.25
Total Expenditures		15,230.00	27,600.00	27,600.00	8,900.00	18,700.00	32.25

INVOICE GL DISTRIBUTION REPORT FOR CITY OF HART
POST DATES 05/01/2021 - 05/31/2021
BOTH JOURNALIZED AND UNJOURNALIZED
BOTH OPEN AND PAID

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 101 GENERAL FUND					
Dept 728.000 Community&Economic Development					
101-728.000-999.840	HEART PROGRAM	CITY OF HART	HEART UTILTIES	137.03	81287
101-728.000-999.840	HEART PROGRAM	LAMAR COMPANIES	BILL BOARD	2,050.00	81320
101-728.000-999.840	HEART PROGRAM	STEEL, NICHOLE	PHONE REIMBURSEMENT	35.00	
101-728.000-999.840	HEART PROGRAM	CITY OF HART	HEART OFFICE	109.18	
		Total For Dept 728.000 C		2,331.21	
		Total For Fund 101 GENER		2,331.21	

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 06/30/2021 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 06/30/2021 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 244 - HART ECONOMIC AND RE-DEVELOPMENT TEAM						
Revenues						
Dept 000.000						
244-000.000-540.085	DONATIONS	3,500.00	56,719.31	0.00	(53,219.31)	1,620.55
244-000.000-540.095	Grants	0.00	0.00	0.00	0.00	0.00
244-000.000-665.000	INTEREST ON INVESTMENTS	0.00	16.44	0.00	(16.44)	100.00
244-000.000-676.101	Transfer From General Fund	4,821.00	0.00	0.00	4,821.00	0.00
244-000.000-676.215	CONTRIBUTION FROM TIFA	9,000.00	0.00	0.00	9,000.00	0.00
244-000.000-676.500	FmElectric,Water,SewerFunds	11,910.00	0.00	0.00	11,910.00	0.00
244-000.000-694.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
244-000.000-694.702	Events,Rentals,Fees,Membership	0.00	0.00	0.00	0.00	0.00
244-000.000-699.000	USE OF CASH RESERVES	14,000.00	0.00	0.00	14,000.00	0.00
Total Dept 000.000		43,231.00	56,735.75	0.00	(13,504.75)	131.24
TOTAL REVENUES		43,231.00	56,735.75	0.00	(13,504.75)	131.24
Expenditures						
Dept 728.000 - Community&Economic Development						
244-728.000-702.800	WAGE (REG EMPLOYEE)	0.00	0.00	0.00	0.00	0.00
244-728.000-702.805	Part Time Employee	0.00	0.00	0.00	0.00	0.00
244-728.000-702.820	TEMPORARY HELP	0.00	0.00	0.00	0.00	0.00
244-728.000-702.900	OVERTIME	0.00	0.00	0.00	0.00	0.00
244-728.000-715.000	FICA	0.00	0.00	0.00	0.00	0.00
244-728.000-715.600	WORKMEN'S COMPENSATION	0.00	0.00	0.00	0.00	0.00
244-728.000-715.700	UNEMPLOYMENT	0.00	0.00	0.00	0.00	0.00

244-728.000-715.900	COMBINED FRINGES (NO FICA)	0.00	0.00	0.00	0.00	0.00
244-728.000-715.905	OPEB(OtherPostEmloymentBenefit	0.00	0.00	0.00	0.00	0.00
244-728.000-740.000	OPERATING SUPPLIES	0.00	0.00	0.00	0.00	0.00
244-728.000-740.200	TOOLS	0.00	0.00	0.00	0.00	0.00
244-728.000-740.800	REPAIRS & MAINTENANCE	0.00	0.00	0.00	0.00	0.00
244-728.000-801.000	PROFESSIONAL SERVICES	1,000.00	0.00	0.00	1,000.00	0.00
244-728.000-818.000	CONTRACTURAL SERVICE	4,800.00	0.00	0.00	4,800.00	0.00
244-728.000-880.000	COMMUNITY PROMOTIONS	7,500.00	0.00	0.00	7,500.00	0.00
244-728.000-880.010	Advertizing/Promotion	5,000.00	0.00	0.00	5,000.00	0.00
244-728.000-880.020	GIFT CARD PROMOTIONS	0.00	8,900.00	0.00	(8,900.00)	100.00
244-728.000-900.000	PRINTING AND PUBLISHING	1,000.00	0.00	0.00	1,000.00	0.00
244-728.000-910.100	PROPERTY INSURANCE	0.00	0.00	0.00	0.00	0.00
244-728.000-910.200	LIABILITY INSURANCE	1,500.00	0.00	0.00	1,500.00	0.00
244-728.000-910.800	Property/Liability/BondingIns	1,800.00	0.00	0.00	1,800.00	0.00
244-728.000-920.000	UTILITIES(HEAT,WATER,ELECT,SEW	500.00	0.00	0.00	500.00	0.00
244-728.000-920.500	TELEPHONE/PAGERS	0.00	0.00	0.00	0.00	0.00
244-728.000-943.000	EQUIPMENT RENTAL	0.00	0.00	0.00	0.00	0.00
244-728.000-956.100	CONF/WKSHOPS/TRAINING	2,500.00	0.00	0.00	2,500.00	0.00
244-728.000-956.200	MEMBERSHIPS/DUES	2,000.00	0.00	0.00	2,000.00	0.00
244-728.000-970.000	Capital Outlay	0.00	0.00	0.00	0.00	0.00
244-728.000-998.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
Total Dept 728.000 - Community&Economic Development		27,600.00	8,900.00	0.00	18,700.00	32.25
TOTAL EXPENDITURES		27,600.00	8,900.00	0.00	18,700.00	32.25
Fund 244 - HART ECONOMIC AND RE-DEVELOPMENT TEAM :						
TOTAL REVENUES		43,231.00	56,735.75	0.00	(13,504.75)	131.24
TOTAL EXPENDITURES		27,600.00	8,900.00	0.00	18,700.00	32.25
NET OF REVENUES & EXPENDITURES		15,631.00	47,835.75	0.00	(32,204.75)	306.03

HEART DIRECTOR'S REPORT
June 16, 2021

Updates

- Moved office - working out of city hall, plans to remove/sell/store items from Main Street office
- Establishing Social District with Liquor Control Commission – creating rules, an application and requirements participating businesses have to follow, logo, signage, etc and creating a webpage on HEART's site with information, rules, maps, etc
- Representing the City of Hart in conversations regarding establishing a Brownfield Authority in Oceana County
- Creating a new website for the Hart Historic District.
- Submitted grant application through State Farm for $25,000 to establish a Pay it Forward – Like a Good Neighbor program to help cleanup, paint, landscape, build, repair, etc exteriors of homes through a nomination process & selection committee.
- Commercial Open House tour of vacant commercial buildings to attract new or expanding businesses will be held on June 17th.
- Working on The Creeks development, Ceres Solution Property, 210 Johnson St & the with a developer interested in the Silver Mill Property
- Music on the Commons promotions (billboard, banners, posters, rack cards)
- Ongoing development leads and economic development assistance as needed
- Judging Pitch North competition on 06/08/21 – open to public
- Ongoing administration of $50,000 in grant money received from the MEDC for the Match on Main Grant for LaProbadita and Stella's Coffee House.
- Attending weekly Michigan Economic Development Corporation's Economic Development enrichment courses.
- RFP's for Wayfinding Design bid – working with HEART board and TIFA on funding
- Met with Starting Block to see how things are going – see what needs they have. Plan to help with marketing them better, updating website and utilizing soc media (no posts since 2017)
- Built/launching new website for John Gurney Park, starting a new site for the Historic District.
- Coordinating fireworks logistics w/ DPW, Hart Energy & HPD

Respectfully Submitted,

Nichole Steel
Economic & Community Development Director

City of Hart
407 S. State St.
Hart, MI 49420

BOARDS – COMMITTEES - COMMISSIONS
APPLICATION FOR APPOINTMENT - REAPPOINTMENT TO
SERVE ON CITY ADVISORY BOARDS – COMMITTEES - COMMISSIONS

_____Power Board	_____Planning Commission
_____Water/BioPure Board	_____DPW Board
_____Hart Lake Improvement Board	_____Zoning Board of Appeals
_____Housing Board of Review	_____Neglected Properties Board
_____Park Committee	_____TIFA
_____Other _____	x Hart Economic & Redevelopment Team H.E.A.R.T.

PLEASE CHECK OFF THE BOARDS/COMMITTEES/COMMISSIONS YOU ARE INTERESTED IN SERVING ON.

Name: Sue Payne Home Phone: 231-730-8195

Home Address: 1419 W Jackson RD Hart

Employer Address: 2332 N Comfort DR Hart

Work Phone: 231-873-5600 Cell Phone: 231-730-8195

Email Address: sue.payne@cbgreatlakes.com

What special experience, education or interest do you have for serving on each of the board(s), committees(s), commissions(s) you selected?

I am a property owner in the City of Hart. Both commercial and residential. I am community memberr interested in improving our community and growing our town. I have sold real estate in Oceana County for 30 years and believe I cna add some perspective on some topics that this commitee has in front of them.

What other board(s), committee(s), and commission do you currently serve on or have served on in the past?

Current: Mason Oceana Manistee Board of Realtors Professional Standards Chair. M.O.M Board Scholarship Commitee Chair. Member of The Oceana County Women Who Care Past: Board Member of SLSDA Chamber of Commerce Multiple others in the past

Sue Payne Date: 5-27-2021
Signature

Please return completed application to:

City of Hart
Lynne Ladner, City Manager
407 S. State St.
Hart, Michigan 49420
Fax: 231-873-0100

City use only:
Date of Approval:_____

City of Hart
407 S. State St.
Hart, MI 49420

BOARDS – COMMITTEES - COMMISSIONS
APPLICATION FOR APPOINTMENT - REAPPOINTMENT TO
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_____Power Board	_____Planning Commission
_____Water/BioPure Board	_____DPW Board
_____Hart Lake Improvement Board	_____Zoning Board of Appeals
_____Housing Board of Review	_____Neglected Properties Board
_____Park Committee	_____TIFA
_____Other _____	x____Hart Economic & Redevelopment Team H.E.A.R.T.

PLEASE CHECK OFF THE BOARDS/COMMITTEES/COMMISSIONS YOU ARE INTERESTED IN SERVING ON.

Name: Julie Sanders Home Phone: 231 414-2872

Home Address: 4078 Riverview Dr., S Hesperia, MI 49421

Employer Address: 195 N Michigan Avenue, Shelby, MI 49455

Work Phone: 231 259-2003 Cell Phone: 231 414-2872

Email Address: jsanders@michworkswc.org

What special experience, education or interest do you have for serving on each of the board(s), committees(s), commissions(s) you selected?

I am the Business Services Specialist at Michigan Works! West Central, covering both Oceana and Mason Counties. Prior to working with MWWC, I was the executive director at Habitat for Humanity in Newaygo County for 10 years.

What other board(s), committee(s), and commission do you currently serve on or have served on in the past?

While in Newaygo County, I was on the board for the Fremont Area Chamber of Commerce and the Fremont Rotary Club, as well as a PFAC committee member for Spectrum Health Gerber Memorial (patient/family advocacy committee).

Signature: Julie Sanders Date: 5/26/2021

Please return completed application to:

City of Hart
Lynne Ladner, City Manager
407 S. State St.
Hart, Michigan 49420
Fax: 231-873-0100

City use only:
Date of Approval:_____

City of Hart
407 S. State St.
Hart, MI 49420

BOARDS – COMMITTEES - COMMISSIONS
APPLICATION FOR APPOINTMENT - REAPPOINTMENT TO
SERVE ON CITY ADVISORY BOARDS – COMMITTEES - COMMISSIONS

_____Power Board	_____Planning Commission
_____Water/BioPure Board	_____DPW Board
_____Hart Lake Improvement Board	_____Zoning Board of Appeals
_____Housing Board of Review	_____Neglected Properties Board
_____Park Committee	_____TIFA
_____Other _____	x X Hart Economic & Redevelopment Team H.E.A.R.T.

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_____ Date: 5/26/2021
Signature

Please return completed application to:

City of Hart
Lynne Ladner, City Manager
407 S. State St.
Hart, Michigan 49420
Fax: 231-873-0100

City use only:
Date of Approval:_____

CITY OF HART
REQUEST FOR HEART ACTION

FROM: Nichole Steel, Economic and Community Development Director

SUBJECT: Wayfinding Signage Design Bids

SUMMARY & BACKGROUND

HEART's 2019 Economic Development Strategy identifies projects designed to maintain and improve the City of Hart. "Implementation of these items will have a positive impact on the character and vitality of the community." Wayfinding is identified as follows:

Action	Priority	Responsibility
Infrastructure		
Enhance streetscaping with landscaping, lighting, signage, wayfinding and sidewalk improvements	Mid-term	City Council, TIFA, Hart Economic And Redevelopment Team (Heart)

In addition, the 2019 TIFA Plan has identified "*improved wayfinding signage system to connect the city to its many character-defining elements"* as a priority. The plan states, "*Wayfinding is the experience of an individual making their way through an unfamiliar environment. When the information needed is provided in a thoughtful and cohesive fashion, the unfamiliar quickly becomes comfortable, friendly and welcoming. Consistency in terminology and graphics builds trust in a wayfinding program and give the user the confidence that the information presented is accurate, up-to-date and part of an overall system. Connecting public spaces that showcase Hart's neighborhoods and unique character, promoting walking and bicycling, promoting the history of Hart and its historic architecture and creating a consistent image for the TIF District are all goals of a wayfinding system.*

An RFP for Wayfinding Design bids was open for submissions until May 2021. The HEART Board reviewed the bids at its May meeting narrowing it down to the two lowest bidders who are also Michigan-based sign companies, Pixel Grafix Studio, Hart, MI and Valley Sign, Comstock Park, MI.

WAYFINDING BIDS COMPARISON		
	Valley Sign	**Pixel Grafix**
Experience in the local market	minimal	yes - business located in Hart
Examples of some prior projects relevant to your niche	over 60 municipal wayfinding clients	limited
Experience working with MDOT	yes	no
Resources and active in-house team members	yes	yes
Cost	**$9,975**	**$8,000 - $12,000**

STRATEGIC PLANNING/PURPOSE

Promotion, marketing and branding of Hart to create a welcoming, cohesive look for the city and bring awareness of the attractions we offer

RECOMMENDED ACTION

Award bid to either Valley Sign or Pixel Grafix and authorize spending for wayfinding design, not to exceed $6,000 or 50% of the selected bid, for the cost of wayfinding design. It is recommended that TIFA fund the remaining 50% for the district it governs.

REFERENCES

Printed design proposals will be available to view during the HEART meeting.

YOU'RE INVITED TO A

COMMERCIAL
OPEN HOUSE TOUR

TAKE YOUR BUSINESS TO HART





THURSDAY
JUNE 17
4-6PM

Tour the opportunities:

- Tour commercial properties for sale or lease
- Talk with commercial lenders, realtors, insurance agents and the Hart Economic Development Director
- Resources for entrepreneurs
- Networking
- Door prizes
- Refreshments
- Public welcome!



Presented by the Hart Economic and Redevelopment Team and Coldwell Banker Woodland Schmidt

(231) 873-2488 | nsteel@cityofhart.org | www.takemetohart.org

HART SPARKS FIREWORKS

July 2, 2021 | 7-11pm

ITINERARY:

July 1

Mid-day	Johns To-Go Porta Potties delivered – behind public bathrooms
	1 handicap | 4 regular

July 2

6:00 PM	"Road Closed" signs & cones in place
7:00 PM	Rocket Fuel Hauler concert starts @ Hart Commons Park
10:15 PM	Street lights off
10:45 PM	Rocket Fuel Hauler concert ends
	Fireworks launch from Veterans Park
11:30 PM	Street lights on when fireworks end
	Downtown cleanup

July 5

Mid-day	Johns To-Go Porta Potties picked up

CONTACTS:

1. Wolverine Fireworks
On-site contact Glenn Terry
989-662-0121

2. Jons To-Go Porta Potties
800-937-5667

3. Rocket Fuel Haulers
231-578-1504

4. Nick or Ashley Stroup
Selling light-up glow novelties
586-321-6383 | 586-321-7869

Juan Salzar – HPD Chief
231-206-4972

Nichole (Steel) Kleiner
517-278-2070

Mike Schiller – Hart Electric
231-578-3962

Brad Whitney – Public Works
231-638-2052


CONES
"ROAD CLOSED AHEAD" SIGN
1.
FIREWORKS LAUNCHING AREA
BAND
7-10:45 PM
Porta Potties
4 reg | 1 handicap
2.
3. vendor
4.