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.

HEART Board of Directors Meeting
Time: Oct 21, 2020 04:00 PM Eastern Time (US and Canada)

Join Meeting Link: https://us02web.zoom.us/j/87910676828

Phone in using Meeting ID: 879 1067 6828
+13126266799,,87910676828# US (Chicago)
+16465588656,,87910676828# US (New York)

AGENDA

HART ECONOMIC AND REDEVELOPMENT TEAM
Wednesday October 21, 2020 | 4:00 pm
Location: City Hall, 407 State St., Hart, MI 49420

1. Call to Order
2. Roll Call (President Splane, Vice President Tufts, Treasurer Bruce, Secretary Beal, Bruch, Lipps, Platt)
3. Public Comment
4. Action Items
    a. Approval of 09.16.20 Regular Meeting Minutes
    b. Fall Gift Card Incentive Program Allocation (anonymous donor fund)
5. Executive Director's Report
6. Updates/Discussion Items
    a. City of Hart Signage
    b. Countdown to Christmas Schedule
    c. Ambassador/HEART Action Team
    d. Hart Township Passed ORV Ordinance
    e. Shop Local Video
    f. 2021 Events
    g. 2021 Membership/Sponsorship Packages/HEART income discussion
7. Board Member Comments
8. Next Regular Meeting November 18, 2020 @ 4 PM
9. Adjournment

EXECUTIVE DIRECTOR'S REPORT

NOTEWORTHY

During our first, virtual Happy Hour - a young local female who has been dreaming of opening her own coffee shop was able to connect with two female small businesses owners from our community for an in-depth one-on-one. It was amazing to hear the information being shared and encouraging for the young entrepreneur! Three days later, the young lady came to my office where we reviewed her business plan and outlined the next steps. She set a personal goal of opening her business in downtown Hart by summer of 2021… ***"Communication leads to Community" -Rollo May***

AGENDA DISCUSSION ITEMS

- SIGNS - Replacing a missing sign at the Polk St trailhead started as a small task but has grown into a discussion about the look and branding of signage throughout the city. I look forward to your input as we strive for a cohesive plan for the downtown signage board, state trailhead signs, local trailhead sign, park signs, street wayfinding signs, etc. I will provide you with images of our current signboards and we can look at other communities to decide what our goal is. Signage and branding is identified in our economic development strategy as a priority.

- COUNTDOWN TO CHRISTMAS SCHEDULE - At the last meeting we discussed what the role of economic development should be, leading into the holiday season. It was decided to offer business focused activities. This discussion will be focused on creating a list of promotional activities that will encourage shopping local. Below are ideas from the last meeting, please bring any other thoughts you have so we can complete a schedule to go out by the end of October.
    - Ginger Bread house contest
    - Dress up in a Christmas Costume
    - Storefront Decoration
    - Adopt a couple of families
    - Shop with a hero
    - Shop local business punch cards. Once filled up, get entered into a raffle to win a prize?
    - HEART secret Santa. Would have to go into businesses and find out who is the secret Santa.

- AMBASSADOR/HEART ACTION TEAM – I am trying to form a Hart action team – maybe call them HEART Ambassadors who would essentially be volunteers that want to get more involved with planning events and activities in the community? I'm hoping a committee like this could help identify new leadership for our board and create a stronger sense of community.

- 2021 EVENTS - Below are a list of events previously hosted by Hart Main Street (plus two I added). We will briefly discuss each event and decide to 1) continue hosting, 2) offer it to another organization, or 3) cancel completely. The importance of events and the positive impact on quality of life was also identified in our economic development strategy.

    - JAN - Winterfest
    - MAY - 5K
    - SPRING - Annual Meeting (prior to 2nd Tues in June)
    - SUMMER - Farmers/Craft Market
    - SUMMER – Summer Concert Series
    - FALL – Craft/Fall Festival?
    - NOV – Christmas Parade / Other Events??

- HART TOWNSHIP PASSED ORV ORDINANCE - Hart Township unanimously passed an ORV ordinance! What are your thoughts on the opportunity this provides the to the city and how can HEART promote?

- SHOP LOCAL VIDEO - Thanks to the generous donation of Petersen farms the filming of the Discover Oceana shop local video has been completed and production will start next week. The video will tie together nicely with our shop early shop save holiday countdown. Looking for your input on overall campaign ideas to coincide with launching the video.

- 2021 MEMBERSHIP/SPONSORSHIP PACKAGES/HEART INCOME DISCUSSION - Are memberships and/or sponsorships necessary to sustain this organization? This discussion will center around what we might need funds for in 2021 and how we will support that.

PAST & UPCOMING EVENTS

- September 26th **Downtown Day,** thanked local shoppers in the Central & General Business Districts on this day with a reusable "HEART" shopping bag.
- October 3rd **Day of Caring**, Community Cleanup Day brought 24 volunteers who pulled weeds, painted hearts, sanded/painted equipment at bike trail and decorated for fall.
- October 9th **Fall Storefront Decorating Contest**
- October 12th **Virtual Happy Hour**
- October 16th **Virtual meeting** for anyone interested in volunteering or getting involved.
- October 31st Businesses offering **trick-or treating** 3-5p, Citywide trick-or-treating 6-8p

PROJECTS

- Signage on Community Display Boards
- Shop Local Video (ongoing)
- Gift Card Incentive – Third Round
- Downtown Banners – design has been finalized & order to be placed for 50 new downtown banners featuring Hart attractions using "Take Me to Hart" slogan.
- New Hart Economic Development website (ongoing).
- Pentwater-Hart Trail Project (ongoing).
- Administering the property improvement grant, sidewalk replacement project, streetscapes an annual meeting presentation for the TIFA board.

UPDATES

- In the past four months, HEART has acquired eleven development opportunities/leads within the City of Hart.
- Working to develop re-imagined plans for continuing the development of The Creeks subdivision.
- Attended the historic districts volunteer appreciation, season wrap-up event. Working with the District to prepare 2021 schedule of events and marketing materials.
- Attending ongoing Economic Development training courses - a requirement to stay certified as a redevelopment ready community.
- MEDC Redevelopment Ready Community welcome packet arrived w/ RRC signage and promo materials for each of you.

Board Member Recognition

- Thanks goes out to Tracey Lipps for all the work she put into planning the 2020 Music on the Commons Series. Tracy is also very involved in organizing holiday decorations - we appreciate you!
- Jake Tufts is appreciated for his commitment to this community. He and his family volunteered for our day of caring, he's a member of Hart Rotary and I recently learned that he committed to the United Way small business 365 plan where he gives a dollar a day for one year. I'm sure there's more because he gives humbly… thank you, Jake!
- Vicky Platt, thank you (and your daughter) for helping us paint the downtown red and for having a keen eye for Hart!
- To ALL of you who volunteer your time each month towards this cause – THANK YOU! I believe we will have much to celebrate at H.E.A.R.T.'s one-year anniversary.

Respectfully Submitted,
Nichole Steel
Economic & Community Development Director

CITY OF HART
407 S. STATE ST.
HART, MI 49420
Hart Economic and Redevelopment Team (H.E.A.R.T.)
September 16th, 2020
MINUTES – DRAFT

Members Present via Zoom or in-person:

1. Rob Splane, Jake Tufts, Scott Beal, Vicki Platt, Brandon Bruce, and Tracey Lipps

Members absent: Brandi Bruch

Others present:

2. City Manager – Lynne Ladner, Community, and Economic Development Director – Nichole Steel, Deputy City Clerk – Karla Swihart

Call to Order:

3. Mr. Splane called the meeting to order at 4:02 pm. Rollcall was then taken.

Public Comments:

4. None

Action Items:

Approval of August 12th, meeting minutes as well as the current agenda:

- Ms. Platt made a motion to approve, supported by Mr. Tufts, all ayes, the motion carried.

Financial Report, Rob, Jake, Brandon, and Scott need to come by City Hall to sign the signature card for the new Huntington H.E.A.R.T account. There is a resolution from the bank that needs to be passed in the financial packets authorizing Rob, Jake, Brandon, and Scott to be on the account as a board member.

- Mr. Splane made a motion to approve the resolution to open and maintain a bank account, supported by Ms. Lipps, all ayes the motion carried.

Executive Director's Report:

Events

- We have partnered with United Way since there was no spring cleanup. We are uniting with United Ways day of caring community cleanup. There is a signup form online circulation around our website and also Facebook, along with a list of supplies we are hoping to get donations for. Ms. Steel was wondering if this board would like to allocate a small amount towards supplies and would like to also get with Lynne to see if the City has funds if we fall short of these donations what would we want to do. The items we would need shouldn't be more than $200. Ms. Steel does have a list of items needed and also a signup sheet for volunteers. United Way is going to donate tee-shirts to anyone who is there helping on the Day of caring. But we will touch base on that more under discussion items Hart Beautification Committee.

Projects

- Signage for our display boards all need a little facelift. The one downtown is almost empty, and the ones at the end of the bike trails heads have rain damage, and out of date information in them, so they will both need to be updated. Also, a suggestion would be at the end of the bike trail, possibly putting a picnic table there and make it a bit more welcoming to the community with a map with attractions of the downtown area.
- The discover Oceana group is still meeting weekly. Right now, they are working on developing a script on a shop local video. Each community reached out to local businesses if they are interested in being part of this, which worked out well for the number of slots Hart had to fill was the number of businesses that wanted to participate. Peterson Farms donated the production time for this video, so it will not cost anything to participate.
- The new website (ongoing).
- Band Shelter will be looked at again in the Spring.
- Pentwater Hart Trail Project (ongoing).

- Downtown Streetscape is still talking about this. It would be a huge project or could be a little project still working on that with The Beautification Committee.
- Oceana Grant Review Committee- Committee awarded $199K to allocate. We had 66 businesses apply. Every applicant got a min of $1500 and ranged all the way up to $7200.
- Meet with the Historical District and would like to help them out with some advertising.
- Meet with Jen Freed from John Gurney Park and offered to help support advertising.

Updates/Discussion Items:

A. Downtown Banners:
   - We can offer many images as we would like as it does not cost extra. We are filling 50 spots, and the cost would be roughly $2000. Some suggestions came in to display high school seniors.
   - Possible entertain businesses who want to purchase a banner for $100

B. Hart Beautification Committee Update
   - A list was provided of various projects being considered around the City.
   - Talk to downtown businesses about decorating their storefronts for Holloween. Or make it into a competition and recognize the winner.
   - Not sure with COVID if we will be able to offer Downtown Trick or Treating.

C. Christmas Activities
   - What is H.E.A.R.T roll for Christmas activities? Possibly a parade with just motor vehicles with lights, but no one walking or tossing out candy. Ms. Ladner stated with COVID not sure if any special event permits will be issued. The Chamber has applied for an event permit for the Christmas Parade but unsure if they will be able to move forward.
   - Talked about getting an artificial lighted tree this year for the common area. Looking at about $4000.00 - $6000.00 for a nice lighted Christmas tree. Ms. Steel said Possibly the Beautification Committee could take on this project and can be discussed more in the Oct. meeting. Ms. Ladner suggested the City buy the tree and ask the businesses to sponsor each year, and that way, we can pay ourselves back over time. That way, the City will be responsible for putting up the tree every year.
   - Decorating contest for fall? Maybe look at businesses to challenge each other?
     - Ginger Bread house contest?
     - Dress up in a Christmas Costume?
     - Storefront Decoration?
     - Adopt a couple of families?
     - Shop with a hero?
     - Shop local business punch cards. Once filled up, get entered into a raffle to win a prize?
     - HEART secret Santa? Would have to go into businesses and find out who is the secret Santa.

Communications from Members:

- Ms. Ladner stated herself and Jodi Nickols met with a potential housing developer for the Creeks. The way the Creeks layout is now it doesn't fit with what housing is being built like now. They recommended a new master plan or a new site plan. They would be happy to participate in discussions with the City and Community on a redesign, but the cost would be around $10,000. Ms. Ladner is also taking this to the City Council and see if possible, the HEART Board and City Council would want to split the cost.
- Possible looking into Community/Businesses to help sponsor/fund HEART, but this would be something to review and move forward within 2021.

- Mr. Splane would like each committee to meet one more time and propose three action items to the board, so, at a future meeting, they all can collaborate and write down two long term goals and two short term goals to focus on.

Mr. Beal made a motion to adjourn the meeting at 5:19 pm, supported by Ms. Platt. All ayes, the motion carried, and the meeting adjourned.

The next regularly scheduled meeting is on Wednesday, October 21, 2020, at 4:00 pm.