



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

September 13, 2023

MINUTES DRAFT

1) Call to Order

Burillo called the meeting to order at 2:02 pm.

a) Roll Call

- **Members present:** Scott Beal, Catalina Burillo, Maria Rosas, Justin Adams **Absent:** Sue Payne, Hannah Juhl
- **Others present:** Nichole Kleiner, Noble Graham-Lattin, Natalie Smith, Holly Coffey, Dawn Jordan-Musil, Heather Blair

2) Public Comments – Chalet tenants Natalie, Holly, Dawn and Heather introduced themselves. Nichole and shared their experience as tenants of the new chalets downtown. Overall, tenants were very happy with their sales and experience in the two months they were open. Suggestions were:

- Most people said “we didn’t know you were here”
- A plaque for the tin man would be helpful, they get asked often
- Catalina suggested a photo of the 4 “first” tenants for an article
- For the one vacant shop – maybe rent it by the week next year
- Consider a Santa hat for the tin man and maybe a scarf
- String lights would be nice in the parking lot
- Promote the chalets in conjunction with Small Biz Saturday
- Put witches feet under one of the chalets
- Maybe do a widows weekend and other themed weekends
- Winter weekend shopping w/ hot cocoa – fire pits and smores
- Maybe a sign on Polk promoting the market

The board thanked the tenants for their report and commitment to our first season.

3) Approval of the Consent Agenda - Motion by Adams, supported by Rosas to approve the consent agenda. Motion carried.

4) Action Items

- Consider Noble Graham-Lattin to replace Fred Rybarz** – Motion by Burillo, supported by Beal to appoint Noble Graham-Lattin as a member of the HEART Board to replace Fred Rybarz.
- Appoint a new chair** – nominations for chair were Catalina Burillo, Noble Graham-Lattin and Hannah Juhl. Nichole stated she would speak to the nominees and see who would be interested for a vote at the October meeting.

5) Updates/Discussion Items

- Chalets 2024** – Nichole asked board if this year’s tenants should be given the first right of refusal for the 2024 season. Motion by Adams, supported by Burillo to add to market policy that last year’s tenants get first right of refusal for the 2024 season.
- Tin Man Sponsor Sign & Final Grant Purchases for USDA Grant** – Nichole reported that the sponsor sign had been purchased and will arrive in time for Artwalk where a ribbon cutting will be taking place. Also, final purchases of an interactive chime set, pots for trees, trees and a market sign have been made. Will be able to close out grant by the end of the year.

- c) **Downtown Banners** – Nichole reported that TIFA agreed to pay for new banners, since it’s getting so close to the holidays she suggested waiting until spring of 2024. Noble suggested that since we’re renovating Veterans Park, it might be a good year to honor our local veterans. We could ask families to purchase a banner to honor a veteran.
- d) **MDARD Rural Readiness Grant** – Nichole reported that she applied for a \$50k grant to help Discover Oceana form as a non-profit, purchase software for member management, event management, county-wide calendar and business promotion. We should hear back by the end of September.
- e) **LEO Community Center Grant** – Nichole reported that she worked with West Shore Community College, Michigan Works, West Shore ESD, Hart Public Schools, United Way, Oceana Hispanic Center, Senator Bumstead’s office, Trinity Health, Representative Vanderwall and others to apply for a \$2.5 million grant to support a learning, trade, tech, childcare, resource center in the former IGA building on State Street. Recipients will be announced at the end of October. Noble commented that he hopes this will make Oceana students eligible for the Mason County Promise.
- f) **Congrats Main Street Spa and Birch & Blossom \$2500 Optimize Main Grant Recipients** - Noble shared his experience as a recipient of the Optimize Main Grant along with Maria who was a recipient in 2022. The grant offers \$2500 to the recipients upon completion of two consultations with a Northern Initiatives coach and use of the Northern Initiatives platform that provides resources for small business management. Upon completion and payment of the \$2500 the business can use the fund for technological purchases such as software, point of sale systems, websites, etc. To date, 4 businesses have received this support totaling \$10,000 in support.
- g) **Michigan Arts & Council Grant** – Nichole reported that the MACC grant awarded earlier this year to “celebrate our immigrant and migrant workers and their stories through art” will be represented in a mural painted on the north side of the LaFiesta building, facing Hart Commons. The Grand Rapids mural artist, Hugo, has completed similar projects where, through “listening sessions” with the community, he depicts the stories he hears. Two listening sessions have been held and Hugo plans to begin painting by Artwalk on October 7th.
- h) **Upcoming Events:**
 - Hispanic Heritage Days September 16
 - Artwalk & Hartprize photo contest Oct 7 + tin man ribbon cutting

6) **Board Member Comments** – None

7) **Adjournment** – Motion to adjourn made by Noble, supported by Justin. Meeting adjourned at 2:53 pm.

Respectfully Submitted,



Economic & Community Development Director