



City of Hart, Michigan

H.E.A.R.T. BOARD

April 3, 2024, 2:00 PM

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

AGENDA

1. Call to Order
 - a. Roll Call (Scott Beal, Catalina Burillo, Sue Payne, Maria Rosas, Hannah Juhl, Justin Adams, Noble Graham-Lattin, Andrew Mullen, Dean Hodges)
2. Approval of Agenda
3. Public Comment
4. February Minutes
5. March Financials
6. Action Items
 - a. Pitch North Partner Sponsor \$1000 (Oceana County hosting in 2024)
 - b. Advertising Budget Music on the Commons 2024
7. Updates/Discussion Items
 - a. Wayfinding Signage Update
 - b. Banners Ready to be Installed
 - c. Match on Main Update
 - d. Industrial Park Covenants – Review
8. Director Update
9. Member Comments
10. Next Regular Meeting Wednesday, May 3, 2024 @ 2 PM
11. Adjournment



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

March 6, 2024

MINUTES DRAFT

1) Call to Order

Burillo called the meeting to order at 2:00 pm.

a) Roll Call

- **Members present:** Catalina Burillo, Hannah Juhl, Maria Rosas, Noble Graham-Lattin, Sue Payne, Scott Beal, Dean Hodges, Andrew Mullen
- **Absent:** Justin Adams
- **Others present:** Nichole Kleiner

2) **Approval of Agenda** – Motion by Maria, supported by Noble to approve the agenda with the correction of item 4. Changing January minutes to “February” minutes. Motion carried.

3) **Public Comments** – None

4) **February Minutes** – Motion by Catalina, supported by Scott to approve the February minutes. Motion carried.

5) Nichole reviewed the financials reporting an ending balance of \$124,301.03. Motion by Noble, supported by Hannah to approve the Feb minutes. Motion carried.

6) Action Items

a) **Andrew Mullen Board Appointment & Welcome Dean Hodges, City Councilmember** – after welcomes and introductions, Nichole reviewed Mullen’s application to join the HEART Board and welcomed councilmember Dean Hodges who was recently reappointed to the HEART Board. With no objections, motion by Hannah, supported by Noble to recommend Mayor Platt appoint Andrew Mullen to the HEART Board. Motion carried. Nichole shared that this will be an agenda item at the March 12th city council meeting.

b) **Resolution HEART Huntington Credit Card** Resolution 2024-01 Authorizing Application for a Commercial Bank Card for HEART with a \$20,000 limit. This will reduce paperwork created when the city’s credit card is used causing accounts payable to create a HEART reimbursement for each transaction. Motion by Catalina, supported by Noble to authorize application for a Huntington HEART Credit Card. Motion carried.

c) **Consider hiring photographer for professional head shots** – Nichole requested that the HEART board consider funding a professional photographer the estimated amount of \$450 for (2) two-hour session where the public can drop in for 3-4 professional digital headshots to use on social media and professional profiles. After discussion, the board agreed that charging the public a low amount of \$15 per session will help eliminate no shows and help offset the cost somewhat. Sue Payne suggested offering the session to board members, councilmembers, staff, etc. Motion by Catalina, supported by Noble to authorize up to \$450 for professional photos with a \$15 fee per session.

d) **Downtown Banners** – Nichole passed around a catalog of banner designs asking the board to authorize up to \$3500 for new downtown banners. It was requested by Dean that the designs be emailed to the board members for further review before making a selection. Motion by Sue, supported by Noble to authorize up to \$3500 for new downtown banners to replace the snowflakes with input from the board on design. Motion carried.

7) Updates/Discussion Items

a) **Ludington State Park Closing Discussion (Mullen)** – Andrew Mullen shared with the board that Ludington State Park will be closing from September 2024 – July 2025 for renovations. Mullen thought this would be a great opportunity for Hart to consider. He suggested working with the DNR to redirect visitors to

Hart-Silver Lake. Beal reported that he has been working with the DNR on communicating with campers/visitors about the opportunities in Oceana County.

- b) **Wayfinding Signage Update** – Nichole shared that after one additional correspondence with the Road Commission she feels that the only option is to reprint the wayfinding signs along Oceana & Polk they are requiring to be fully reflective. The cost to re-print would be \$8,000. After discussion, motion by Hannah, supported by Sue to authorize an additional \$4000 towards the signs to complete this project. Hodges suggested we get a verified “stamp of approval” from the Road Commission in writing before making this investment. Motion carried.
 - c) **Industrial Park Covenants** – 1st Round Board Review – Nichole went over the concerns with the current industrial park covenants expressing the need to suggest revisions to city council so we are not prohibiting development. Due to time constraints, Nichole suggested we table the covenants until the next meeting.
 - d) **2024 Events & Event Coordinator** – Nichole shared that the city is looking to consolidate the event coordinator position with the new Admin Assistant position to replace Cheri in the office.
- 8) Director Updates** – Nichole reported that 3 of the chalets are rented for 2024, Noble asked that we avoid tiered marketing businesses. An Emerging Developers event will be held in April through the Oceana Economic Alliance. Update on the support to the National Asparagus Festival by Nichole who is creating a new website, online applications, sponsorships, volunteer forms and more. Nichole reported that the 2024 sidewalk replacement project is underway with a contractor hired to begin once the weather breaks. TIFA is still soliciting bids for the use of the Congregational United Church they acquired and fiber to home will be installed by Frontier starting this spring.
- 9) Member comments-** none
- 10) Adjournment** –Motion by Catalina, supported by Scott to adjourned at 3:17 pm. Motion carried.

Respectfully Submitted,
Nichole Kleiner
Economic & Community Development Director

pitch *north*

ENTREPRENEURIAL PITCH COMPETITION

Pitch North is an idea pitching competition created to spark change and promote entrepreneurial progress in the rural counties of Newaygo, Oceana and Lake. 2024 marks the 6th year of this successful event, which has engaged over 100 entrepreneurs. The 2024 event will be held in Oceana County on August 7.

Show your support of local entrepreneurs and regional economic development through event sponsorship:

SPONSORSHIP PACKAGES AVAILABLE

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\$1000

Executive Sponsor
\$5000

Signature Sponsor
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Happy Hour Sponsor
\$300

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Supporting Sponsor:
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*Partner sponsors will have an opportunity to volunteer on submission review committee.

**Signature Sponsors will have an opportunity to speak during the event.

***Executive Sponsor will have an opportunity to judge the event.

pitch *north*

CUMULATIVE IMPACT 2019-2023



ALUMNI



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The Oceana Echo								
Rates effective June 1, 2023								
Contract Agreement Length								Color
Size Description	Ad Size	inches	1X	6 ads	13 ads	26 ads	52 ads	is included
Full Page	6x16	96	\$792.00	\$763.00	\$753.00	\$734.00	\$724.00	included
3/4 Page	6x12	72	\$619.00	\$605.00	\$597.00	\$590.00	\$568.00	included
	6X10	60	\$592.00	\$535.00	\$514.00	\$508.00	\$502.00	included
Half Page	6x8 OR 3x16	48	\$494.00	\$436.00	\$432.00	\$427.00	\$417.00	included
1/3 Page	4x8	32	\$313.00	\$278.00	\$271.00	\$268.00	\$265.00	included
	4x7	28	\$297.00	\$249.00	\$244.00	\$244.00	\$241.00	included
Quarter Page	6x4 OR 3x8	24	\$262.00	\$221.00	\$216.00	\$216.00	\$214.00	included
	3x6	18	\$209.00	\$178.00	\$175.00	\$175.00	\$173.00	included
	3x5 OR 2x7.5	15	\$152.00	\$128.00	\$125.00	\$124.00	\$124.00	included
Eighth Page	2x6 OR 3x4	12	\$133.00	\$107.00	\$106.00	\$103.00	\$103.00	included
	2x5	10	\$114.00	\$102.00	\$91.00	\$90.00	\$89.00	included
	3x3	9	\$105.00	\$94.00	\$84.00	\$83.00	\$83.00	included
	2x4	8	\$96.00	\$86.00	\$77.00	\$76.00	\$76.00	included
XL Business Card	2x3	6	\$77.00	\$73.00	\$64.00	\$63.00	\$62.00	included
Business Card	2x2 OR 1x4	4	\$65.00	\$56.00	\$53.00	\$52.00	\$48.00	included
Premium Positions								
Front Page Banner	6x2	12	\$233.00	\$214.00	\$191.00	\$184.00	\$173.00	included

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Please contact Jan Thomas at 616-581-5635
Email: jthomas@oceanaecho.com

Mechanical Specifications

The Oceana Echo has a live area of 9.5 in. by 16 in., broadsheet

Columns	Inches
1	1.479
2	3.083
3	4.6875
4	6.2916
5	7.895
6	9.5

Business Card:
2 x 2

Actual Size

Half page: 6 x 8

1/3 page: 4 x 8

BC:
2 x 2

XL BC:
2 x 3

Full page:
6 x 16

1/4 page:
3 x 8

Half page:
3 x 16

1/8 page:
3 x 4

3 x 6

Front page banner: 6 x 2

REFLECTIONS OF OUR COMMUNITY

THE Oceana Echo

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