

City of Hart, Michigan
H.E.A.R.T. BOARD
March 02, 2021, 2:00 PM
Community Center, 409 State Street, Hart, Michigan

NOTICE OF REMOTE/HYBRID MEETING PUBLIC MEETING

**THIS NOTICE IS GIVEN AND PUBLISHED PURSUANT TO
MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES
EMERGENCY ORDER UNDER MCL 333.2253 – GATHERING PROHIBITION AND MASK ORDER EFFECTIVE NOV. 18, 2020 THROUGH JAN 31,
2021 AND PA 228 OF 2020 AMENDMENT TO SECTION 3 OF PA 267 OF 1976 OPEN MEETINGS ACT**

Topic: HEART Special Meeting
Time: Mar 2, 2021 02:00 PM Eastern Time (US and Canada)
Join Zoom Meeting: <https://us02web.zoom.us/j/87837966761>

Meeting ID: 878 3796 6761
One tap mobile
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+16465588656,,87837966761# US (New York)

Dial by your location
+1 312 626 6799 US (Chicago)
+1 646 558 8656 US (New York)

Meeting ID: 878 3796 6761
Find your local number: <https://us02web.zoom.us/u/kcCMPTasQu>

MEETING AGENDA

1. Call to Order
2. Roll Call (Splane, Tufts, Bruce, Beal, Bruch, Lipps, Russell)
3. Public Comment
4. Action Items
 - a. Match on Main Street Grant Application Review
5. Board Member Comments
6. Next Regular Meeting March 17, 2021 @ 4 PM
7. Adjournment

Access is provided through the Michigan Relay Service for individuals with speech or hearing impairments. <https://hamiltonrelay.com/michigan/index.html>

Eligible expenses which may be reimbursed with grant funding from Match on Main: A business interested in working with their local community to apply for a Match on Main grant must have a project and scope identified. Grant funds will be awarded up to \$25,000 to reimburse project activities that fit within the following eligible expenses, which must be paid by the business to an independent third party:

- Expenses for technical assistance items for design and layout of interior or exterior space, such as conceptual renderings of the interior or exterior floor plan, merchandise layout, other interior or exterior design concepts, and construction drawings, plans or specifications for interior or exterior space activation.
- Expenses for interior building renovation items, including rehabilitation of floors, walls, ceiling, rooms, electrical improvements, lighting and lighting fixtures, furniture and display renovations, installation of permanent kitchen or other equipment, and/or fire suppression or other code compliance items.
- Expenses for permanent or semi-permanent activation of an outdoor space, including a dining area, beer garden, or other place-based outdoor activation deemed acceptable by the MEDC.
- Expenses for permanent or semi-permanent business infrastructure related to COVID-19 recovery efforts such as items that promote the health and safety of employees and customers (examples include plexiglass barriers, curbside service windows, etc.).
- Expenses for general marketing, technology to assist in connecting with customers (example: website upgrades or e-Commerce integration), operational changes (example: shifting from dine in to carry out), the purchase of a point-of-sale system, or inventory expenses for retail goods.

All eligible expenses must be otherwise acceptable to the MEDC.

Expenses that are not eligible include: exterior improvements that could be considered as general maintenance, repairs, landscaping, or other non-place based outdoor activation, employee wages, salaries or benefits, rent, mortgage, land contract or lease payments, utilities, equipment, machine or vehicle leases, vehicle payments, taxes, interest or insurance, professional fees, federal, state, or local application, licensing, permit or similar fees, bank or other lender financing, interest, inspection fees or costs, credit card processing fees; non-infrastructure COVID-19 expenses, such as disposable PPE, including masks or other face coverings, gloves, or hand sanitizer, or any other capital expenditure (including soft costs) deemed ineligible at sole discretion of the MEDC.

Only eligible expenses incurred after the date the application is submitted may be considered for reimbursement under the Match on Main program. Any incurred expense is entirely at the sole risk of the Business.

Appendix D: BUSINESS SCORING MATRIX, EXAMPLE

PLEASE NOTE: THIS BUSINESS SCORING MATRIX IS AVAILABLE AS A RESOURCE, IT IS NOT REQUIRED FOR APPLICATION SUBMISSION.

Local entities can rank and prioritize eligible businesses within their districts using whatever transparent process they see fit.

HELPFUL HINT

Have multiple businesses interested in Match on Main Funding? Here is a list of potential local considerations you could apply when prioritizing business applications.

How to use this tool:

1. Determine if/how you want to prioritize your business applicants locally (examples below).
2. Once you've decided which supplemental factors will be used for your local evaluation, update the Local Business Worksheet document.
3. Finalize, distribute and then collect the Local Business Worksheet from interested businesses.
4. Use the Business Scoring Matrix (below) OR your own scoring document to determine if a business is eligible for funding.
5. Use the Business Scoring Matrix (below) OR your own scoring document to determine if a business meets your local priorities for funding.
6. Select the business for inclusion with your application.

- Years in business (Example: Has been in business between 1 – 3 years)
- Number of employees (Example: Has under 5 employees)
- Industry sector (Example: Will only consider restaurants for our local application)
- Business is considered a district “anchor”
- Business industry aligns with the Community’s Transformation Strategy, market data, or other recruitment priorities
- The business has received a local incentive in the past (Example: The business has received a DDA Façade grant in the previous three years)
- The business actively participates and is open during downtown events
- The business has utilized resources through the Michigan Small Business Development Center or other small business resource provider in the last 12 months
- The business had annual revenue (company-wide) of under a certain amount (Example: The business had an annual revenue in 2019 of under \$500,000)
- Or other considerations as identified by the community.

EXAMPLE BUSINESS SCORING MATRIX ON NEXT PAGE

Business Scoring Matrix

Business Name	Step 1: Business Eligibility Verification							Step 2: Local Consideration				Step 3: Selected for Funding		
	MEDC Eligibility Criteria							Local Eligibility Criteria				Meets MEDC Eligibility	Meets Local Eligibility	Recommended for funding
	Business is located within the boundaries of the community that the applicant serves	Business is located within a traditional downtown, historic neighborhood commercial corridor, or area planned and zoned for concentrated commercial development	Business sells products or services face-to-face AND has a physical brick and mortar store front	The business is operating as a for profit or non-profit	The business is headquartered in Michigan	The business is NOT a franchise, located in a strip mall, a "big box" retailer, or a business whose primary sales come from marijuana, CDB, and/or tobacco	The business has NOT received Match on Main grant funds within the last 24 months (This DOES NOT include Match on Main – COVID-19 award)	Business has completed Local Business Worksheet AND has identified an eligible project	Local Priority #1	Local Priority #2	Local Priority #3	Put an X if the business qualifies	Put an X if business meets local eligibility	Recommending Business for Funding
Pink Elephant \$33k	x	x	x	x	x	x	x	x				x		
	New siding, canopy w/ logo, outdoor seating area, concrete steps to walk-up window to enhance curb appeal and support the growth in take-out sales. Improve digital marketing efforts to promote take-out via online ordering or walk-up window.													
Stella's Coffee Shop \$65k	x	x	x	x	x	x	x	x				x		
	Renovations to the interior building walls, construction/installation of new barista counter, pastry case, a PCS system that can integrate with an online store and retail inventory needs													
Pub on State \$192k	x	x	x	x	x	x	x	x				x		
	Transform vacant 2-story drug store into a restaurant/pub serving breakfast and pizza selling bulk wholesale food. Upstairs: Buffet-style seating up front, pub-style seating in back with new commercial kitchen. Lower-level: seating 120 for entertainment or catered group events, outdoor 3-season seating for 180.													
Main Street Medical \$16k	x		x	x	x	x	x							
	2 cedar arbors, new outdoor road sign, planters with flowers, AC, white noise canceling machine, neon open sign, new lighting in lobby & therapy room, wireless speakers. advertising in the Silver Lake Community Guide. Advertising in Lake Stvie Media seasonally													
Hegg's Furniture \$42k	x	x	x	x	x	x	x	x				x		
	New flooring, lighting and ceilings and renovations in new airlock entrance & extending into showroom. Painting and freshening displays. Website, server and point of sale upgrade to accommodate e-commerce sales.													

La Probadita \$44k	x	x	x	x	x	x	x	?				?		
Pixel Graphix Studio	Purchase of 24 foot refrigerated merchandiser to increase our produce dairy department. Purchase of 12 foot Howard McCrae's self-contained meat case to reopen our meat department where we will be able to provide fresh cut beef, pork and poultry selections													
	Move interior wall to allow for expansion of existing space – business has outgrown its location within one year													