

City of Hart, Michigan
H.E.A.R.T. BOARD
January 20, 2021, 4:00 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**

Jan 20, 2021 04:00 PM

Virtual Zoom Meeting Link: <https://us02web.zoom.us/j/87910676828>

Meeting ID: 879 1067 6828

Dial by your location

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- +1 253 215 8782 US (Tacoma)

MEETING AGENDA

1. Call to Order
2. Roll Call (President Splane, Vice President Tufts, Treasurer Bruce, Secretary Beal, Bruch, Lipps, Platt)
3. Public Comment
4. Consent Agenda
 - a. 12.16.20 Regular Meeting Minutes
 - b. December Financials
 - c. Executive Director's Report
 - d. 2020 Recap
5. Action Items
 - a. HEART Board of Director Application - Russell
6. Updates/Discussion Items
 - a. Economic Development Committee Updates:
 - i. Education (Chair Bruce)
 1. Resource Center
 2. Attending 1st Oceana CAN Leadership meeting
 - ii. Infrastructure (need chair)
 1. Downtown Trees & Streetscapes
 2. Wastewater Infrastructure Improvement EDC Grant in the works
 - iii. Regional Collaboration (Steel)
 1. Org chart – work to build a united team
 2. HEART involved in Oceana Economic Alliance
 3. Working on partnership w/ Shelby Township
 - iv. Industry Activities (Chair Tufts)
 1. Build a business retention/recruitment team

2. Turn HEART office into a professional business resource center
 3. Create a Relocation Guide (digital & print)
 - v. Destination & Marketing (Chair Beal)
 1. Shared service event coordinator
 2. Create/Update Handouts (available properties, incentives, etc)
 3. Proposals for citywide wayfinding signage by next meeting
 4. Send website draft to board for review by end February
 5. Update The Creeks plans for development
 - b. Development Leads & Business Updates
 - i. CERES – Splane
 - ii. Soup of the Day Café will not re-open
 - iii. Final Site Plans for Auto Zone on W Polk Rd, West of 72nd Ave were approved
 - iv. MI Small Biz Survival \$5k-\$20k Grant open 02/19-02/22 (\$105k funding for our county)
 - v. Lakeside Fitness received \$20k for Façade Improvement Grant to replace windows, put up new, cleaner lettering, replace doors, remove plywood from 2nd story elevation, paint building.
 - c. February Snowmobile Show – Fairgrounds
 - d. Music on Commons Update – Lipps
7. Board Member Comments
8. Next Regular Meeting February 17, 2021 @ 4 PM
9. Adjournment

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CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

December 16, 2020

MINUTES – DRAFT

1) Call to Order

President Splane called the meeting to order at 4:00 pm. Rollcall was then taken.

2) Roll Call

Members present via Zoom: Rob Splane, Scott Beal, Vicki Platt, Brandon Bruce and Tracey Lipps

Members absent: Jake Tufts, Brandi Bruch

Others present: Economic Development Director Nichole Steel, Braxton Platt

3) Public Comments

Mayor Platt stated that she will be resigning from the board and appointing Councilmember Braxton Platt to take her place.

4) Action Items

a) **Approval of the November 18, 2020, regular meeting minutes** - Beal moved to approve the minutes as written, supported by Bruce, all ayes, motion carried.

b) **Financials** - Bruce moved to approve the financials as submitted, supported by Platt, all ayes, motion carried.

c) **Music on the Commons funding request to city council** – Steel provided last year’s band lineup showing that \$6,000 was spent on 7 bands (7 weeks of performances) asking if the board would like to request the same amount from city council for 2021. Platt asked if it was possible to seek sponsorships, Lipps stated that West Shore Bank has been a sponsor in the past. Platt mentioned Gayles Agency, Peterson Farms & Inspire as possibilities. Platt would like to see the MCACA grant submitted by January 15th. Splane cautioned that having a plan in place before reaching out to sponsors is encouraged to avoid duplicate asks and a professional approach. GHSP is another possibility. Steel agreed to prepare a sponsorship request form – board supported. Splane also wondered if asking a local venue to pay for band in return for having them perform at their location after should be explored. The historic district’s performances were mentioned by Platt, Ladner cautioned this partnership stating that the district sends bills after the fact and may not be the best example of fundraising. Platt concluded that Tracey will complete the MCACA grant, Nichole will complete the sponsorship request form. Steel suggested fundraising in January to & asking for the remainder from council in February. Lipps expressed concern over losing the bands if we wait until February to book. Steel suggested a sub-committee to bring these decisions to vote in leu of time left for other agenda items. Splane clarified that HEART’s available funds & suggested that instead of taking this request to council in February, we fund as a board. Motion to take request to council, seconded by Platt was rescinded.

d) **HEART Board of Director Positions & Bylaw Reviews** – Steel shared that we are currently operating with 6 active board members, HEART bylaws require a minimum of 7, maximum of 11. Steel asked if the board would like to recruit new members. Splane thought serving on the board might be too much to ask, he suggested recruiting “committee members” instead, requiring each active board member to chair a HEART committee. Steel asked the board to clarify the number of directors it would like. Splane requested this item be tabled until the next meeting when we know which council member members will be appointed and know better what Bruch will do. Steel suggested HEART consider hosting an annual meeting in accordance with its bylaws to honor

incoming/outgoing board members, business of the year and possibly other categories during a meal/receptions.

Motion by Lipps to motion item 4d, supported by Splane, all ayes. Motion carries.

5) Executive Director's Report

Events

- 12.05.20 | Thrift & Gift Crawl @ 6 stops in Hart encouraging local shopping, Steel shared results
- 12.14.20 | *NEW - Letters to Santa mailbox at Hart Commons
- Holiday Home & Business Decorating Contest –Light tour map & online photos of participants available on social media and HEART's website for public voting. Participating locations have a yard sign - winners will be announced the last week of December. Platt asked that we share photos of participants on our websites. Splane added that two groups will be caroling in conjunction with this event.

Updates

- Pure Michigan announced another Small Business Relief initiative to provide grants up to \$15,000 for Covid recovery. Applications opened December 15th on a first-in, first-served basis.
- Hart Signage, Display Boards and branding #takemetohart (ongoing)
- Hart Economic Development website (ongoing).
- Heggs TIFA Façade Improvement Grant has been completed.

Action Items

- Work with the Discover Oceana team to get “check here first” in windows of businesses

6) Updates/Discussion Items

a) Economic Development Committee Updates – Steel asked the board for direction on reforming our strategic committees to best help us achieve our objectives for the following categories. Splane suggested that goal-setting should be a homework assignment. Splane would like to see our 2020 recap in the form of a press release in January.

- i) Education** – Steel advised that instead of trying to solve our education strategic objectives with a HEART committee of three, she and will be joining the existing Oceana College Access Leadership Team monthly meeting and that her and B. Bruce have formed an action team to pursue a college extension office and career/tech center in Hart.
- ii) Destination & Marketing** – Steel shared an overview of this committee's progress and to include that a shared service event coordinator between the Chamber and City of Hart is being discussed with a goal of having this position in place by March. Lipps would like to join this discussion.
- iii) Industry Activities** – Has not met, only one committee member since Ladner left. Splane will email suggestions.
- iv) Regional Collaboration** – no suggested committee members, will rely on current committee and Discover Oceana team
- v) Infrastructure** – Committee is currently Platt & Lipps. Platt is resigning, Lipps stated this committee is not the best fit for her. Splane suggested inviting Mike Shiller, Platt suggested Jason Gayle who she can connect us with, Splane added Linda Kenosian who is retired from Great Lakes Energy.

7) Development Leads – Steel shared leads spreadsheet and asked board to help with any connections they may have to help find locations for our lead inquiries. Splane shared that the GM at the Ceres building shared that the co-op is very community minded and would be willing to discuss options. Splane would like to see a proactive approach to finding a good fit for this property, Steel will submit specs to MEDC to get property posted on

- 8) **Board Member Comments** – Platt would like to see board member applications available online and on Facebook asking for submissions to be sent directly to Nichole.
- 9) **Adjournment** - Platt made a motion to adjourn the meeting at 5:07 pm, supported by Beal, all ayes, the motion carried. Meeting adjourned.

The next regularly scheduled meeting is on Wednesday, January 20, 2021, at 4:00 pm.

Respectfully Submitted,



Economic & Community Development Director
City of Hart

PERIOD ENDING 12/31/2020

GL NUMBER	DESCRIPTION	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BGDG USED
		AMENDED BUDGET	12/31/2020 NORMAL (ABNORMAL)	MONTH 12/31/2020 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 244 - HART ECONOMIC AND RE-DEVELOPMENT TEAM						
Revenues						
Dept 000.000						
244-000.000-540.085	DONATIONS	3,500.00	51,319.31	200.00	(47,819.31)	1,466.27
244-000.000-665.000	INTEREST ON INVESTMENTS	0.00	2.47	0.00	(2.47)	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
244-000.000-699.000	USE OF CASH RESERVES	14,000.00	0.00	0.00	14,000.00	0.00
Total Dept 000.000		43,231.00	51,321.78	200.00	(8,090.78)	118.72
TOTAL REVENUES		43,231.00	51,321.78	200.00	(8,090.78)	118.72
Expenditures						
Dept 728.000 - Community&Economic Development						
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	8,900.00	(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
244-728.000-910.200	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
244-728.000-956.100	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
Total Dept 728.000 - Community&Economic Development		27,600.00	8,900.00	8,900.00	18,700.00	32.25
TOTAL EXPENDITURES		27,600.00	8,900.00	8,900.00	18,700.00	32.25
Fund 244 - HART ECONOMIC AND RE-DEVELOPMENT TEAM :						
TOTAL REVENUES		43,231.00	51,321.78	200.00	(8,090.78)	118.72
TOTAL EXPENDITURES		27,600.00	8,900.00	8,900.00	18,700.00	32.25
NET OF REVENUES & EXPENDITURES		15,631.00	42,421.78	(8,700.00)	(26,790.78)	271.40



EXECUTIVE DIRECTOR'S REPORT

Jan 20, 2021

Events

- Paul Erickson & Kevin Hallack are trying to host a 2021 snowmobile show with approval of the Health Department.

Updates

- I will serve on local review committee to represent Hart businesses for the allocation of MI Small Biz Survival Grant funding for our county. Funds will be issued by Feb 28th.
- Applied for \$4000 MCACA Mini Grant to offset cost of bands, submitted 01/16/21
- Prepared Music on Commons Sponsorship Request form & sent to GHSP, West Shore Bank, Shelby State Bank, Hart Rotary, Gray & Co, MI Freeze pack
- Downtown Banners should be in this week.
- Board Member applications were made available online & were posted on FB.
- New Hart Economic Development website will go live this month.
- Attending weekly MEDC Economic Development enrichment courses.

Respectfully Submitted,

Nichole Steel

Economic & Community Development Director



Hart Economic & Redevelopment Team 2020 YEAR IN REVIEW

- Main Street program “graduated” into forming HEART in (January)
- Office was cleaned, purged and organized
- HEART bylaws were adopted by city council (March)
- HEART Director was hired (March)
- COVID-19 Shutdowns (March)
- Created a Mission Statement
- Hosted Gift Card Incentive Program Round One using \$5,000 from HEART funds generating \$9,800 for Hart businesses – 280 cards sold (May)
- Developed a Property Improvement Grant
- Received anonymous \$10,000 to support efforts to form a county-wide business support organization & to expand gift card incentive program county-wide (May)
- Formed Discover Oceana county-wide business support organization
- Formed Economic Development Committees
- Hosted Round Two Gift Card Incentive Program generating \$42,000 county-wide - 1,200 cards sold in 2 days (June)
- Hosted a Covid-safe Summer Concert Series
- Designed/ordered new downtown banners
- Pocket Park construction started (July)
- Hosted a community cleanup day (September)
- Hosted Round Three Gift Card Incentive Program generating \$31,500 county-wide - 900 cards sold in 2 hours (November)
- Launched a county-wide Shop Local video (November)
- Hosted 1st Thrift & Gift Crawl
- Hosted 1st Holiday Decorating Contest with interactive self-guided digital tour map & public voting (December)
- Created a new Hart Economic Development Team website



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

- | | |
|--|---|
| <input type="checkbox"/> Power Board | <input type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Water/BioPure Board | <input type="checkbox"/> DPW Board |
| <input type="checkbox"/> Hart Lake Improvement Board | <input type="checkbox"/> Zoning Board of Appeals |
| <input type="checkbox"/> Housing Board of Review | <input type="checkbox"/> Neglected Properties Board |
| <input type="checkbox"/> Park Committee | <input type="checkbox"/> TIFA |
| <input type="checkbox"/> Other _____ | <input checked="" type="checkbox"/> Hart Economic & Redevelopment Team H.E.A.R.T. |

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

Name: Nicole Russell Home Phone: None

Home Address: 1854 N. 56th Ave Mears, MI 49436

Employer Address: 4086 W. Pdk Rd. Hart MI 49420

Work Phone: 231-301-8226 Cell Phone: 231-742-2390

Email Address: nikki@bighartbrewing.com or russell_nikki@hotmail.com

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

As the Assistant General Manager of Big Hart Brewing Co., I am very passionate about bringing positive attention to the great City of Hart! I believe we have a lot to offer as a community, and I feel as though I have a lot to offer

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

I currently do not serve on any but look forward to perhaps one day serving this community as I serve Big Hart!

Signature: Nicole Russell Date: 1-12-20

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: _____

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

Members are appointed by the City Council. Members must be city residents, experience and/or training in matters related to the committee preferred. Please check below if you have experience in:

- Education
- Infrastructure (buildings, roads, power supplies)
- Regional Collaboration (forming cooperative relationships among local governments and stakeholders)
- Industry Activities (recruiting, retaining and growing all types of business)
- Destination Marketing (attracting visitors and improving quality of life to attain new residents, business and investment)



HART ECONOMIC & REDEVELOPMENT TEAM ONE-PAGE STRATEGIC PLAN 2021

Mission Statement: to develop and implement creative community-based strategies to enhance economic opportunity through educational partnerships, a consolidated infrastructure system, regional collaboration, business retention and attraction, high quality of life, and a strong sense of community.

2021 GOALS	STRATEGIES	ACTION ITEMS
<p>EDUCATION</p> <p>a. Open a Resource Center – college satellite location, trade center</p> <p>b.</p> <p>c.</p>	<p>1. EDUCATION (Bruce)</p> <p>a. Pass a millage for a Community College</p> <p>b. Identify apprenticeship opportunities</p> <p>c. Partner with Michigan Works for job training opport.</p> <p>d. Soft skill training program for all age groups</p>	<p>1a) meeting 1/7/21 w/ MEDC, Hart Schools, Comm. Fndtn & HEART about a college ext office, career/tech & resource center in IGA building</p> <p>1b) join conversations w/ CFOC, CAN, Mi Works, UW, counselors, ERN</p> <p>1c) Held zoom meet greet w/ Julie Sanders, MI Wks rep on 11/5/20</p> <p>1d)</p>
<p>INFRASTRUCTURE</p> <p>a. downtown trees & streetscape redesign</p> <p>b.</p> <p>c.</p>	<p>2. INFRASTRUCTURE (B Platt)</p> <p>a. Offer high-speed Broadband (wk w/ Connect Michigan)</p> <p>b. Expand public water/sewer to un-served city locations</p> <p>c. Shared regional services to stretch limited resources</p> <p>d. Consider traffic calming measures</p> <p>e. Develop transportation connectivity to ensure a more efficient and convenient transportation network</p> <p>f. Improve electric reliability</p>	<p>2a) city working on a 2021 feasibility study, meeting w/ Pennies from Heaven 12/17/20 on a regional broadband expansion project</p> <p>2b)</p> <p>2c)</p> <p>2d)</p> <p>2e)</p> <p>2f)</p>
<p>REGIONAL COLLABORTION</p> <p>a. county org chart – build united team</p> <p>b.</p> <p>c.</p>	<p>3. REGIONAL COLLABORTION (Steel, SPLANE)</p> <p>a. Collaborate w/ WMSRDC - a 5 county EDO</p> <p>b. Expand regional activities</p> <p>c. Improve communication regarding regional economic development opportunities</p> <p>d. Host intergovernmental joint meetings to discuss regional economic development and goals and issues.</p>	<p>3a) met the WMSRDC Team on 04.08.20</p> <p>3b) ideas: regional networking events, region facility tours, regionally promote golf courses, regional indoor rec facilities, expand fairground, educational workshops</p> <p>3c) initiated through Disc Oceana team (rep from ea community), annual host regional economic summit & bfast w/ legislatures</p> <p>3d) bi-annual intergovernmental roundtables</p>
<p>INDUSTRY ACTIVITIES</p> <p>a. business development team</p> <p>b. update HEART office</p> <p>c.</p>	<p>4. INDUSTRY ACTIVITIES (TUFTS, nikki, payne,)</p> <p>a. Encourage agritourism, cidery, winery and orchard tours</p> <p>b. Agribusiness relationship building</p> <p>c. Business incentive program and policy for business attraction, retention, and marketing</p> <p>d. Entrepreneurial support/development program</p> <p>e. Business retention program</p> <p>f. Work with PTAC to assist companies in the city</p> <p>g. SBDC representation</p>	<p>4a)</p> <p>4b)</p> <p>4c) Prop Improvement Grant, Opportunity Zone, RRC, HEART website, business startup contest, develop policy for business attraction</p> <p>4d) Create business resource center & meeting space in HEART office</p> <p>4e) develop a business retention committee</p> <p>4f)</p> <p>4g)</p>
<p>DESTINATION & MARKETING</p> <p>a. signage - wayfinding</p> <p>b. event coordinator</p> <p>c. launch website</p>	<p>5. DESTINATION & MARKETING (BEAL, LIPPS, freed, ferguson, hannah jewel,)</p> <p>a. Utilize HEART to draw tourism and investment</p> <p>b. Identify additional events to attract tourists</p> <p>c. Create a targeted marketing campaign to attract</p>	<p>5a) website ongoing</p> <p>5b) hire shared service event coordinator with tourism bureau in 2021</p> <p>5c) Improve signage – identify existing funds, budget & plan to install wayfinding signage throughout city leading to attractions. Utilize/promote one community calendar. Create marketing plan, timeline, budget, brand.</p>