



CITY OF HART

407 S. STATE ST.

HART, MI 49420

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

September 16th, 2020

MINUTES – APPROVED

Members Present via Zoom or in-person:

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

Members absent: Brandi Bruch

Others present:

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

Call to Order:

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

Public Comments:

- 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 The one downtown is almost empty, and the ones at the end of the bike trails heads have rain damage, and out of date information in them, so they will both need to be updated.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 Halloween. 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.
- Talk 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. Steele 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 Nickles meet 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, 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.