



August 2021 Board of Trustees Meeting Minutes

1. Call to Order/Roll Call- Trustees Present
 - Katie Clark, Nikki Hebert, Rick Kinsey, Anthony Dallavalle, Kellie SextonTrustees Excused
 - Mike Bjork, Jonny Waara and Becky WatersOthers Present
 - Mark Bromley and Zach Hautala

2. Public Attendees
 - City of Iron River Mayor Dennis Powell
 - Vicky Powell
3. Public Attendee Comments
 - None

4. Agenda Approval with the following additions- 1) Rick 2) Nikki Pass- Unanimous
 - Iron County Trail Club
 - Special Event Liquor License Application
 - 2022 Visitor Guides
 - Monthly Meeting Time

5. Approval of July 2021 Meeting Minutes- 1) Katie 2) Rick Pass- Unanimous

6. Approval of July 2021 Financial Report- 1) Rick 2) Nikki Pass- Unanimous

7. Chamber Update- Verbal Presentation by Zach

8. Old Business
 - Shirts for ICECA Staff and Trustees
 - i. Kellie has been working with local companies on quotes for shirts for ICECA staff and trustees.
 - ii. It was discussed and agreed upon that we should use the colors of the local school districts along with our current ICECA logo

- Funding
 - i. Currently no update from the county on funding regarding both ARPA funding and general funding.
 - ii. Local municipalities
 1. Several local municipalities will soon be discussing and voting on their funding for the ICECA. We are confident several will approve this annual support.
 - iii. Committees
 1. Mark gave a verbal update on committees. He emphasized that a trustee needs to chair each committee and that each trustee must be a member of at least one committee. Mark also reminded everyone that these committees are open to local interested parties (business owners, local officials, county residents etc).

9. New Business

- Business District Signs
 - i. Mark, Rick and Zach have been working on “Business District” sign locations, designs and information for both Iron River and Crystal Falls. The goal of these signs is to draw traffic off of US2 in both Iron River and Crystal Falls to the local business districts and other points of interest (schools, chamber office, etc) that may otherwise go unnoticed.
 - ii. Mark requested \$2,500 be allocated for this cost which will be split/collaborated with the Iron River DDA and City of Crystal Falls. 1) Katie 2) Nikki Pass- Unanimous
- Business Startups
 - i. Mark discussed the opportunity of supporting a “Business Startup” initiative to encourage new business growth and opportunity for new local businesses that may otherwise not attempt to start a business.
 - ii. Mark suggested we allocate \$5,000 (\$2,500 for each side of the county) for this initiative. 1) Katie 2) Rick Pass- Unanimous
 - iii. In the future, this initiative could help create a program with the local schools in regards to training programs and “real life” experience.
- New Trustee
 - i. New West Iron County Schools Superintendent, Kevin Schmutzler, has expressed interest in being a ICECA Trustee. After discussion, it was agreed that he would be an excellent addition to our Board of Trustees. 1) Rick. 2) Kellie Pass- Unanimous

- Iron County Trail Club
 - i. Benjamin Garcia had stopped in the chamber office and talked with both Mark and Zach about the Trail Club starting another event like the Iron Line winter event that took place a few years ago. He was looking for some basic support funding to start the event.
 - ii. After discussion, Mark and Zach agreed to request support for the Iron County Trail Club in the amount of \$1,000.
 - 1) Anthony 2) Katie Pass- Unanimous
- Special Event Liquor License (Harvest and Haunt)
 - i. In order to apply for the special liquor license for the Harvest and Haunt Festival (September 25th) our Board of Trustees need to approve this application.
 - ii. Motion to move forward to apply for the Special Event Liquor License for Harvest and Haunt. 1) Katie 2) Rick Pass- Unanimous
- 2022 Visitor Guides
 - i. Zach presented the Trustees with one of the Mercer, Wisconsin Visitor Guide which has a different texture (“Dull U.V.”) cover page. All Trustees agreed this texture was better than the current texture we use (“Gloss”). Zach will move forward with this different texture as he works with AI from 5 Star Marketing & Distribution on next years visitors guide.
- Monthly Meeting Time
 - i. Brief discussion on the monthly meeting time and if the time should be changed. One proposed change was to have the meetings at 8:00 a.m. (same alternating locations) instead of 3 p.m. A decision was not made but each trustee was encouraged to look at their schedules and confirm a time that consistently works for them.

10. Trustee Comments

- None
 - i. Adjournment- 1) Rick 2) Anthony Pass- Unanimous

Next Meeting: Wednesday, September 15th, 2021 at 3 p.m. at the Crystal Falls City Hall

Minutes Submitted By Zach Hautala- ICECA Chamber Director