



IRON COUNTY
ECONOMIC CHAMBER ALLIANCE

Draft of February Minutes

I. Call to Order/Roll Call

Mark Bromley, Mike Bjork, Katie Clark, Nikki Hebert, Rick Kent, Rick Kinsey, Kellie Sexton, Jonny Waara, Louisa Kniivila

II. Welcome New Trustees

Nikki Hebert and Kellie Sexton introduced themselves.

III. Visitor Comments:

Jeff Ofsdahl introduced himself as the new liaison for the County Commission.

A discussion followed regarding County funding for the ICECA. Mike Bjork suggested the County fund \$3 per resident as they have done in the past.

IV. Additions to Agenda & Agenda Approval

Mark added a discussion of the Visitor's Guide to the agenda.

Motion for approval by Mike Bjork, seconded by Rick Kinsey, and agenda was approved.

V. Approval of the Minutes

Motion for approval by Katie Clark, seconded by Rick Kinsey, and the January 2021 Board Minutes were approved.

VI. Financial Report

I. Mark presented the January Financials.

VII. Old Business

I. Grant Update: 18 businesses in the hospitality industry received from \$4,500-\$5,500.

II. Chamber Director Update: It is posted on Facebook, and there are three applicants who will be interviewed by Mark, Mike, and Kellie.

VIII. New Business

I. Stakeholders' Meetings: Mark gave update on meetings he has attended. Many meet on the second Tuesday of the month. He also met individually with county commissioners to discuss funding. (Mastodon is committed for three years, per Mike Bjork.)

II. Iron County Visitors Guide: Mark met with the Lodging Council and 5 Star. Motion by Mike Bjork, seconded by Nikki Hebert to spend \$2,000 on advertising, and motion passed.

IX. Trustee Comment

Suggested formally cancelling the Live Work Play Show
Suggestions for signage ideas to present to DDA

X. Adjourn: Motion by Rick Kinsey, seconded by Mike Bjork, meeting adjourned at 3:50 pm.

Next Meeting: March 17, 2021 at 3 pm