

- A. Call to Order/Roll Call** - Rick Kent, Rick Kinsey, Chris Thomson, Mike Bjork, Jonny Waara, Mike Stafford, Paul Schuytema, Erika Lindwall [No Quorum]
- B. Visitor Comments**
- C. Additions to Agenda & Agenda Approval**
- D. Mission/Vision Statement**
- E. Review and Approval of Minutes of Previous Meetings**
  - a. March 7, 2019 (Action Item) - Tabled for May Meeting
- F. Financial Report**
  - a. March Financial Reports - Tabled for May Meeting
- G. Events**
  - a. Canoecopia, March 8-10, Madison, Recap
    - i. Paul summarized the experience at Canoecopia noting the important features of the new paddling map and connecting interested folks to how they can work in Iron County. It was noted that this show was the best we've attended with more than 20,000 attendees.
    - ii. Mike Bjork commented that he has a contact for Bill Zeigler and an article that he wrote about the Brule river that Mike will send to Paul.
    - iii. The question was posed on how we plan to measure the impact of these shows. Paul said that there are two ways we can do that. One is that we capture the emails and names of folks who signed up for our drawings (450 names collected this year). The secondary way to measure this is to have lodging do a short visitor survey throughout the season asking their patrons where they're from and how they heard about us. Mike Stafford suggested recruiting some of the campgrounds that have hosts to do this survey, too. Paul explained that we also have tourism newsletters scheduled to go going out via email.
  - b. Business After Hours, March 28, Recap
    - i. Erika noted that the turnout and productivity of the evening was great and that high praised was received from Kellie Sexton of Lake Shore Systems, Inc who wrote a letter to the effect that Erika will share with the Board in our weekly update.
  - c. Live, Work, Play, April 13
    - i. Erika reported that all the spots are filled for the LWP Show and will include a recreation corner focused on fly fishing.
  - d. Chamber Member Awards Banquet, May 2
    - i. Erika urged the Board to purchase tickets for the Member Awards Banquet, which are available now and are \$30.00 each. We have received many nominations, now and the Chamber Committee will deliberate on what who should be awarded.

## **H. Chamber of Commerce**

- a. Chamber Director Update - See attached report.

## **I. Discussion Items**

- a. Update on IC Report Card
  - i. Mike Stafford and a committee met to get some updated numbers to include in our scorecard. They discovered that in 2016 there were 17 new homes built; in 2017 there were 16 new homes built; in 2018 there were 30 new home built. This updated scorecard will be added to the website and a printed handout.
- b. Strategic Priority Partners
  - i. Paul requested that three Board Members join him to help with prioritizing and delivering the strategic plan.
- c. Talent Attraction and Development
  - i. Paul reported that when searched on Indeed.com for 'welders' and found zero results. When he searched for jobs at Connor Sports and Lake Shore Systems and found that there was no information on the area. It was noted that this is a problem if we want to recruit people in the skilled trades to move here and that we need to revisit this with the larger employers.
  - ii. Rick Kent and Chris noted that the challenge for schools is that each Governor has a new educational initiative, and it changes all the time. Paul suggested that efforts we will need to be done locally to advocate for our schools. Short, mid and long term talent development is going to become more of a priority than was first anticipated.
  - iii. Mike Bjork noted that the Justin Elson Scholarship has not been applied for and it's available for both West Iron and Forest Park kids. Mike will send Chris an email with information because West Iron wasn't aware this was available to them.
- d. Digital Tourism Marketing
  - i. Paul reported that we met with Myra and are coordinating with the Lodging Association and Young's to do digital marketing including video, hashtags on social media, and more. We are developing 5 new short videos by the end of April, and then do one a month going forward.
    - 1. #OneStoplight #IronCountyMI #UpperPeninsula #PureMichigan

## **J. Executive Director Update**

- a. Paul noted that the UPCDC is granting \$500 for a Robotics Program at West Iron.
- b. WUPPDR community marketing grant to do the Iron County Website, Windsor Center Website, and to do a FIT Assessment for the entire county.
- c. Noted that as of Monday, Caspian and Iron River were moved to low-mod income communities as designated by HUD. This is an opportunity to apply for funding for community development and facade improvements.

## **K. Trustee Comments**

## **L. Adjourn 9:04 am**

**Next Meeting:** May 2, 2019 | 8:00 am | Location: Young's