

- A. Call to Order/Roll Call** Mark Bromley, Mike Bjork, Chris Thomson, Rick Kent, Jason Price, Mike Stafford, Mary Dalpra, Rick Kinsey, Jeff Ofsdahl, Abby Miller, Jonny Waara, Paul Schuytema, Erika Lindwall, Leeann Kirkpatrick
- B. Visitor Comments** One visitor commented that he had noticed more activity in Iron County this summer than in the last 15 years.
- C. Additions to Agenda & Agenda Approval**
- a. Motion: Mark 2nd: Mike B. Pass: Unanimous
- D. Mission/Vision Statement**
- E. Review and Approval of Minutes of Previous Meetings**
- a. July 11, 2019 (Action Item)
 - i. Motion: Mike S. 2nd: Rick Kinsey Pass: Unanimous
- F. Financial Report**
- a. Financial Reports - Trade Show Actuals line is higher than Budget line because it includes payments for the 2020 shows.
- G. Events**
- a. Rodeo Kick Off Event, Recap - There were an estimated 400-500 people, up from last year. the Mechanical bull was a huge hit and the food vendors, Pasty Corner and Dabeck's, both reported excellent sales.
 - b. Humongous Fungus Festival, August 2-3 - Event takes place in the following days. There is more coordination with the smaller events this year compared to last which will be beneficial to all. Success will be measured by lodging, foot traffic, out of town visitors on forages, and goods sold (pizza, beer, pop). Erika will conduct a follow up survey to the area businesses, vendors, and the out of town visitors who signed up for the forages.
 - c. Harvest and Haunt, September 28 - Plans are temporarily paused as we prepare for Humongous Fungus Fest. The RV Park is fully booked. The WIC Homecoming is unfortunately on the same day, but the conflict couldn't be avoided.
 - d. Economic Summit, October 18 - Four local businesses have been asked to share their story of success: Lakeshore, Cooks Run Cedar, Crystal Springs, & John's Industries. The UPEDA will host a panel and will be lodging in Iron County.
 - e. Chicago(N)ight - We will collaborate with Young's as it is the same day as their Winterfest, though Winterfest is in the morning hours and Chicago(N)ight is in the evening hours.
- H. Chamber of Commerce**
- a. Chamber Director Update - Erika reviewed her Chamber Director Report.

I. Discussion Items

- a. Mike Stafford Resignation From Board Of Trustees - Mike discussed the ongoing issue of funding regarding the County and noted that ICECA only receives 1.4% of the County budget. Research revealed that typically, County governments fund their economic development organizations closer to 5%. He also noted that funding should increase when a drop in development occurs (though, he noted, we are not currently experiencing a drop in development). Mike expressed continued concern over perceived conflict of interest on the County Board level and so requested the ICECA Board of Trustees permit his request for dismissal as an ICECA Trustee.
 - i. Motion: Mike B. 2nd: Rick Kinsey Pass: Unanimous
- b. Fundraising Update - County of Iron
 - i. Budgeting and Project Ramifications - The County Board had, in the 2019 budget, allotted \$10,000 to the ICECA which had then been budgeted for extensive marketing to increase tourism to the area. Paul informed the board that the County Board has decided not to disburse these funds and that he will be amending the ICECA budget to no longer include these funds. He noted that the cuts would be made to the tourism marketing, namely an ad for Iron County in the Pure Michigan visitor guide, of which 1 million are disbursed in the upper midwest. The signage project and additional succession planning to business owners will be affected by the cut. Paul reminded the board of the impact of the Delta Sky Magazine ad had on website traffic which increased nearly 400% almost overnight last winter. The board expressed concern of how this would affect the ICECA's momentum both in driving tourist traffic to the area and support to local businesses. Paul encouraged the board members to speak with their respective County Board representatives to hold themselves accountable for the budgetary decisions made.
- c. Parental Leave Policy - The new policy adheres to the FMLA laws and will slightly change the current Paid Time Off policy. The new policy will allow an employee to carry over 5 PTO days to the following year. Paul will bring official verbiage to the September meeting to be voted on.
- d. Recycling in Iron County (Jonny) - Johnny presented an idea to meet with the Iron-Baraga Conservation District on the issue of recycling in Iron County. Paul noted that Goodwill had contacted us and that we put them in touch with the IBCD. Goodwill may be able to cover our area. It was suggested to tie in the Forestry Industry to reduce plastic bag usage. Another Trustee pointed out that Curious Pic is already using sustainable products.
- e. Graduate Focus Group (Mark) - The purpose of the group will be to get recent graduates connected to Iron County. The first meeting will be August 18 with 14-16 current students/recent graduates. The hope is that they will then return to Iron County.

J. Executive Director Update

- a. Paul reviewed his Executive Director report with the board. He noted that the Strategic Visioning Meeting with business owners in Crystal Falls went very well. The purpose of the meeting was to equip the business owners to think about what they want Crystal Falls to look like and then bring it to the City Council. He also noted that this would encourage collaborative planning through all the governmental units' recreation plans and that it

could and should be a coordinated effort. It was said that the ICECA acts as the group involved in all the governmental units and that we touch everything in Iron County.

K. Trustee Comments

- a. Hidden Gems - The board was again encouraged to think of Hidden Gems for the project.
- b. Armory - The state is moving forward to sell the building. Paul was asked to garner additional details and report back to the board at the September meeting.
- c. Trail - Over 1 mile of rough trail has been cleared for the new mountain bike trail near the school/airport. Progress continues to be made.
- d. Rick Kent noted that Young's has seen it's best year of growth and that it continues to grow in memberships and foot traffic.

L. Adjourn 9:06am

- a. Motion: Jeff 2nd: Mike B. Pass: Unanimous

Next Meeting: September 5, 2019 | 8:00 am | Location: Young's