

- A. Call to Order/Roll Call** Mike Stafford, Mike Bjork, Rick Kent, Mark Bromley, Katie Clark, Jason Price, Abby Miller, Gene Smith, Erika Lindwall, Paul Schuytema, Leeann Kirkpatrick
- B. Visitor Comments:** *The ICECA Board of Trustees welcomes visitors and their comments. To assure meetings are efficient and productive, visitors, if they wish to speak, should identify themselves and keep their comments to less than 3 minutes.*
- C. Additions to Agenda & Agenda Approval**
- a. Motion: Abby 2nd: Mike B. Pass: Unanimous
- D. Mission/Vision Statement: Mission**-- *To develop and steward a spirit of economic vitality that results in Iron County becoming a center of collaboration, innovation, investment, and entrepreneurial opportunity. Vision*-- *Shaping the future of Iron County as a thriving region of economic activity and high quality of life that becomes that place you never want to leave and if you must, a place you can't wait to return.*
- E. Review and Approval of Minutes of Previous Meetings**
- a. December 6, 2018 (Action Item)
- i. Motion: Mike S. 2nd: Mark Pass: Unanimous
- F. Financial Report**
- a. Review Financial Documents - A full-year, wrap-up financial report will be presented at next month's meeting.
- b. 2019 ICECA Budget Update - 2019 Budget is still in review process. The board will vote on the budget at next month's meeting as well as discuss and vote on the staff contracts.
- G. Events**
- a. Business in Lights, Recap - The winners were UP Riverland Realty and the Curious Pig each winning \$250 to an advertiser of their choice. There were 24 entries and the facebook voting saw over 1000 engagements. The CFBA and IRDDA donated the prize money and WIKB offered a match if they were chosen as the advertiser. It was noted both among the board and the communities that the competition dressed up both downtowns and they both looked exceptionally festive.
- b. Lunch and Learn, January 22 - Josh Nodurft of YooperFit will be presenting at our next Lunch and Learn. The topic will be centered around effective communication and will take place at the Crystal Theatre's Stage Left. The module will be recorded and uploaded to both YouTube and Facebook.
- c. Chicagoland Fishing, Travel & Outdoor Expo, Schaumburg, January 25-28 - The staff will be presenting Iron County at the Chicagoland Show at the end of the month. New equipment including a television, display banner and table, model kayak, and an iPad were purchased (cost shared with the Iron County Lodging Association) to improve the presence at trade shows. The focus will be on Summer tourism, namely fishing, with Seth

Waters joining and offering presentations of fly fishing. We will be located next to the Bass Pro Shop mega-booth which will maximize foot traffic for us. Expected attendance of the show is 200,000-300,000 people over the course of three days. 120 booths are destination tourism based.

- d. Business After Hours, Snipe Lake Pub, January 31 - Thrivent Financial and Kinship of Iron County are sponsoring this month's BAH at Snipe Lake Pub and Grill. The content of the mini-program is yet undecided.

H. Chamber of Commerce

- a. Tiered Dues Rollout Plan - There will be three levels of sponsorships (bronze, silver, gold). Erika will be meeting with selected businesses to offer the packages in January and February. The tiers will be publicly announced to the remaining members in March. The board requested there be a vote at next month's meeting regarding a payment plan for the sponsorships.
- b. Chamber Director Update - Erika announced that in 2018, the Chamber acquired 32 new members and executed seven community events. The board discussed that event consistency and freshness were imperative. The future of a winter event that takes the place of the IronLine was discussed with the board requesting the staff present a handful of ideas at next month's meeting and allot time to discuss the ideas. Erika also noted that Angeli's will be hosting a ribbon cutting on January 19 to promote their new Stormy Kromer section in the video/sporting goods department.

I. Discussion Items

- a. Board of Trustees Members (~~Action Item~~) - This item was not voted on and the discussion tabled pending additional information procurement.
 - i. County Commissioner - Board of Trustees Conflict? - The question has been raised if Mike Stafford poses a conflict of interest in being on both the ICECA board and a County Commissioner. While preliminary discussion noted that this position does not violate the ICECA bylaws as he was on the ICECA board first and afterwards became a commissioner, County representative Gene Smith requested Mike pursue additional information from the county's lawyer, Stephen Tinti. The board will revisit the subject at next month's meeting.
- b. Election of Officers (Action Item) - The board opened up for nominations for officers.
 - i. Motion to close nominations
 - 1. Motion: Mike S. 2nd: Jason Pass: Unanimous
 - ii. Motion to keep current elected officers in respective positions
 - 1. Motion: Mark 2nd: Mike S. Pass Unanimous
- c. Office Holidays 2019 (Action Item) - The staff worked holidays in 2018 and monitored foot traffic. After discussion, the office was underutilized and any needs could be mitigated by unlocking the downstairs door during holiday events (such as the July 4 parade) and installing weatherproof brochure holders on the outside of the building.
 - i. Motion made to close office on the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day. The office will remain open, with limited hours, on the following days: Black Friday (the Friday immediately following Thanksgiving Day), Shop Small

Saturday (the Saturday immediately following Thanksgiving Day), Christmas Eve Day.

- ii. Motion: Abby 2nd: Mark
 - iii. For: Mike S., Mike B., Rick, Jason
 - iv. Against: Katie
 - v. Motion passed
- d. Review of 2018 Efforts and Accomplishments - Paul gave the board a verbal inventory of the ICECA's efforts and accomplishments and expressed that we as an organization still have quite a lot of positive momentum. The board agreed and were reminded that this being the third year of the organization is an important year.
 - e. Looking Ahead to 2019 - Paul listed the plans for the upcoming year.
 - f. Tourism Marketing Plan - Paul discussed the tourism marketing plan.

J. Executive Director Update

K. Trustee Comments

L. Adjourn

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

Next Meeting: February 7, 2019 | 8:00 am | Location: Young's

