

A. Call to Order/Roll Call Mark Bromley, Rick Kent, Mike Stafford, Chris Thomson, Katie Clark, JEff Ofdahl, Becky Waters, Rick Kinsey, Paul Schuytema, Erika Lindwall, Leeann Kirkpatrick

B. Visitor Comments

- a. Comment was made by Jack Roydes that the Hidden Gems was a great idea. He also suggested we push the tourism-centered hashtags harder and select a few “influencers” to give the trend a kickstart. He also suggested a prize for anyone who had visited all the Hidden Gems.

C. Additions to Agenda & Agenda Approval

- a. Motion: Mike S. 2nd: Rick Ki. Pass: Unanimous

D. Mission/Vision Statement

E. Review and Approval of Minutes of Previous Meetings

- a. June 6, 2019 (Action Item)
 - i. Motion: Mark 2nd: Mike S. Pass: Unanimous

F. Financial Report

- a. Financial Reports - The financial reports were discussed as well as the upcoming CD maturity date. It was decided that Leeann would research which financial institution that is a member of the Chamber and whichever institution had the highest APY, the ICECA will reinvest the CD for a one year term.
 - i. Motion to reinvest the ICECA CD for a one (1) year term in that financial institution which produces the highest APY with the contingency that the institution is also a current Iron County Chamber of Commerce Member.
 1. Motion: Becky 2nd: Jeff Pass: Unanimous

G. Events

- a. Rodeo Kick Off Event, July 18 - The IR DDA has partnered with us to bring the Rodeo Kick-Off Event. The agreement is that the ICECA will execute the event and if money is lost on the event, the DDA will reimburse the ICECA for that excess amount. Erika mentioned that a mechanical bull will be present at the event.
- b. Humongous Fungus Festival, August 2-3 - Posters have been distributed and online advertising as well as radio and print advertising has begun. Volunteers are needed. The CFBA has offered to coordinate the downtown businesses to decorate in a festive manner. The TV show, “Under the Radar” is aware of the festival and has been invited to do a spot on the fungus. We will be charging for pizza slices last year and it will be served around 3pm so as not to compete with the food vendors.

- c. Harvest and Haunt, September 28 - The RV park is fully booked and has several people on the waiting list. Several vendors have booked to display and planning has been paused so as to plan the Fungus Fest.
- d. Stakeholder Conference - A stakeholder conference was discussed. Governmental Unit leaders would come together to discuss housing issues, grant writing skills, etc and to prim the leaders for the upcoming Economic Summit. The goal is to get the GU's on the same page and to strategic plan together and to work toward common goals of enriching the county as a whole and what that means for each GU. The event would be highly interactive and facilitated by the ICECA.
- e. Economic Summit, October 18 - Online registration is now available and we are expecting an excellent event as well as a good turn out.
- f. Winter Event- The winter event is taking shape in the form of snowmobile skijoring with a Chicago theme as the event will take place on Chicagon Lake/Pentoga Park. We will be working closely with Young's as they have scheduled their WinterFest in the morning and our Chicago(N)ight will take place in the late afternoon/evening. Detailed planning will resume after Fungus Fest.

H. Chamber of Commerce

- a. Chamber Director Update - Erika reviewed her report with the board.
 - i. Erika has been helping members with their online presence and continuity. Myra Lloyd is a resource in this endeavor.
 - ii. Erika presented to the large bicyclist group that camped at the Forest Park School. She created a half-sheet with Iron County statistics, tourism information, and shopping promos. It was mentioned that the leader of the Bicyclist group said that never have they had such a great reception by a town and that they plan to venture through the area again. There were 285 bicyclists. The board asked Erika to acquire a testimonial from some of the group to use in tourism efforts.
 - iii. Tasty Rex's grand opening went VERY well. They sold out of products in the first few hours of the first two days they were open. It was noted that the ICECA has been a significantly utilized resource by the owners from the very beginning of the bakery's creation.
 - iv. Erika attended a tourism conference in Iron Mountain. She noted there was a lot of takeaway and that Iron County is tracking very well compared to other tourism destinations. Non-motorized trails are a destination hotspot. It was also noted that the Iron Mountain director is working off of how well Iron County is doing - specifically Erika.

I. Discussion Items

- a. Campground Update - Campground is tracking very well - 200% more overnight stays than last year thus far. The success is attributed to the economy being favorable as well as excellent reviews and word of mouth in regards to the park specifically. Having online reservations has also been an asset to the park's success, though many campers still call to reserve spaces.
- b. Fundraising Update - Mastodon has committed to a 3-year commitment at \$3/person and were very complimentary. There is concern regarding the County's agreement for an additional \$10,000 of funding this year. Paul will reach out to Tim Aho to discuss the

situation and what to expect moving forward. The regular contract with the County (\$3/person) is up for renegotiation at the end of the year. Paul also reminded the board that the EDC funds have been fully dispersed to the ICECA.

- c. Rotating Board of Trustee Meetings (~~Possible Action Item~~) - It was discussed that perhaps the BoT meetings should rotate around the various GU halls so as to create a personalized presence in each GU and making it easier for its citizens and leaders to foster a sense of community engagement. The downside of this would be location confusion and making sure that doors are unlocked in time for Leeann to set up and the meeting preparation. Paul will present the idea to the GU leaders at the Stakeholder Meeting and discussion with the board will take place afterwards.
- d. Trail Update (ORV, Non-motorized) - There have been no state trail changes, however the IM Trail is improving the section from Homer Road to beyond FFH 16. The project is expected to be around \$500,000. A new bridge over Parks Creek is also being created near Sagola and the trails through town have been regraded.
- e. Reasons to Visit - Hidden Gems - Rick Kinsey is working on a "Hidden Gems" project where a wallet size handout with GPS coordinates with lesser known but excellent viewing spots will be listed for visitors to go on a sort of "destination bingo" adventure.
- f. ~~Recycling in Iron County (Table for Next Meeting?)~~ - Tabled for August Meeting

J. Executive Director Update

- a. Paul reviewed his report with the board.
 - i. The Cooks Run Cabin has had a few bids to reroof the building and donations are coming in and increasing to go toward the project. The expected expense rate is around \$12,000 and the shingles may end up being donated. After the roof is replaced, discussion will take place of who will take ownership of the cabin. There are 122 acres of property and 1.7 miles of non-motorized trail.

K. Trustee Comments

- a. The superintendents requested "welcome packets" for new families. Leeann will assemble and deliver.
- b. The idea of using the Time Zones as a niche in tourism marketing was discussed.
- c. Mike Stafford discussed his concerns regarding his vote as a County Commissioner in regards to the ICECA. He discussed if it made sense for him to remain an active ICECA board member or if the perceived conflict of interest was so great that it merited his stepping down from the ICECA board. Further discussion will take place at next meeting.
- d. The staff was encouraged to utilize and engage the Friends of Camp Batawagama at the new winter event - Chicago(N)ight as the camp is right across the road from the festivities.

L. Adjourn - 9:18am

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

Next Meeting: August 1, 2019 | 8:00 am | Location: Young's