

- A. Call to Order/Roll Call** Katie Clark, Rick Kinsey, Jason Price, Mike Bjork, Mark Bromley, Mike Stafford, Jonny Waara, Chris Thomson, Abby Miller, Gene Smith, Jeff Ofsdahl, Paul Schuytema, Erika Lindwall, Leeann Kirkpatrick
- B. Visitor Comments**
- C. Additions to Agenda & Agenda Approval**
- a. Motion: Abby 2nd: Mark Pass: Unanimous
- D. Mission/Vision Statement**
- E. Review and Approval of Minutes of Previous Meetings**
- a. March 7, 2019 (Action Item)
- i. Motion: Rick 2nd: Mike S. Pass: Unanimous
- b. Review Of Key Discussion Points of April 4 Meeting (No Quorum)
- F. Financial Report**
- a. Financial Reports - The bank account balances were presented, however the Budget vs. Actuals Report will be offset one month beginning this month to allow time for account reconciliation and subsequently more accurate reporting. April's BvA report will be presented in June for approval.
- G. Events**
- a. Live, Work, Play Show (April 13) - The networking event hosted at Kermit's the night before went over very well, though next year it will be more structured. It had a great turnout and Claire from Kermit's was very happy appreciative for the business. The LWP Show saw 55 exhibitors and had excellent feedback from both exhibitors and visitors. There were fewer puncards returned this year, yet more visitors which suggests more people were there for information and less for handouts and freebies.
- b. Chamber Member Awards Banquet (May 2) - The Awards Banquet is sold out (135 tickets) and we are expecting a great evening. The event will be held at Young's and five awards will be given out.
- c. Rodeo Update - The City of Iron River has suggested the ICECA spearhead not only the Kickoff Event, but also the Rodeo Streetdance. The DDA will fund the event. The board discussed if we should pass it off to another organization and help to guide
- H. Chamber of Commerce**
- a. Chamber Director Update - Erika reviewed her report.
- b. Iron County Restaurant Collaborative - Erika has been working with local restaurant owners and managers to create a collaboration in the county. She updated the board on that progress.

I. Discussion Items

- a. Overview of ICECA Stakeholder Funding Requests - We are currently in year 3 of our funding and headed into year 4. A handful of our funding Governmental Units will need to be asked for continued funding. Paul noted that he lets the GU's dictate when the ICECA's funding request is on their agenda. Bates Township and Stambaugh Township have both committed to an additional 3 years of funding. Crystal Falls Township has committed to 1 year of funding with yearly funding requests. The Board asked Paul to demonstrate his funding request process in a future meeting.
- b. Tourism Development Strategic Priority Update - Rick Kinsey is point person in this endeavor. A key focus is improving signage in the county and focusing on capturing visitors to return. Ideas discussed were placing an ad in the NMU Alumni magazine or come to Iron County and Youtube upclick ads. Also noted was the Friends of the Heritage Trail grant for additional and new signage is in process.
- c. Update On Connor Sports Luncheon - Met with the new plant manager. Connors will be investing over \$8million in 2019 in their plant and will have a new marketing plan. The board discussed the issue of no high schoolers in the programs offered at the facility and the reason for which possibly being because the jobs are pitched as careers to 18 year olds who are not yet ready to settle down.

J. Executive Director Update - Paul reviewed his report.

K. Trustee Comments

L. Adjourn - Motion: Rick 2nd: Jeff Pass: Unanimous

Next Meeting: June 6, 2019 | 8:00 am | Location: Young's