

**A. Call to Order/Roll Call** Mike Bjork, Jason Price, Rick Kent, Katie Clark, Rick Kinsey, Jonny Waara, mark Bromley, Mary Dalpra, Abby Miller, Becky Waters, Paul Schuytema, Erika Sauter, Leeann Kirkpatrick

**B. Visitor Comments** *none*

**C. Additions to Agenda & Agenda Approval**

a. Motion: Becky                      2nd: Katie                      Pass: Unanimous

**D. Mission/Vision Statement**

**E. Review and Approval of Minutes of Previous Meetings**

a. August 1, 2019 (Action Item)

i. Motion: Jonny                      2nd: Rick Kinsey                      Pass: Unanimous

**F. Financial Report**

a. Financial Reports - Leeann noted that the projection for the RV Park season total is expected to be around 2500 overnight stays. Travel expenses will be slightly reallocated to correspond to their respective line items such as mileage related to events.

b. Q4 Budget Amendment - Update - Paul is working on adjusting the budget to account for the County's additional \$10,000. Discussion took place regarding exactly what the cuts meant for the ICECA and Paul explained that several marketing projects including an Iron County ad in the Pure Michigan guide and the signage project would have to be postponed due to the lack of funds.

**G. Events**

a. Humongous Fungus Festival, Recap - There were an estimated 1500 people in attendance of the festival. The vendors noted it was mostly new faces. We had 15 vendors and were referring them to set up at the VFW as we had run out of space to put them. In the upcoming years, Erika said she would try to expand the vendor area. We served over 400 slices of pizza and Erika also informed the board that she had given several unsolicited radio interviews for downstate, Milwaukee, and Chicago areas. The board encouraged the staff to track how we will expand the festival marketing and to aim for 5000 people. The board also discussed how we can work to get tourists to make it past Marquette and Munising.

b. Harvest and Haunt, September 28 - Decoration planning has begun and largely handed off to a couple of community ladies who have previously spearheaded the decorating. The WIDL will host a children's decor making event before the festival. Several vendors have already signed up and more are expected. The AMBC will create a special brew for the event and the campground is already almost half full for the 2020 H&H.

c. Economic Summit, October 18 - The Save the Date has gone out and a few people have already signed up. The official invitation will go out soon and additional funds may be

coming. The board discussed how we can get the local Governmental Unit leaders engaged and involved.

#### **H. Chamber of Commerce**

- a. Chamber Director Update - Erika has begun the Young Professionals Group that will work to engage the youth in the area to be thinking forward in regards to economic growth and vitality. Their first meeting will take place next week. Erika also noted that the business profiles she's been working on are taking shape and that she will fine tune her assessments as she meets with the business owners.

#### **I. Discussion Items**

- a. Fundraising Update - Iron River Township has approved an additional 3 years of funding at \$3/person. The budget meeting on the county level was attended and the ICECA requested funding; the county will present the budget to the public next month. They had previously asked what other counties in the UP are doing in regards to funding economic development organizations and after researching, Paul discovered all counties fund their EDCs except Gogebic County who is now modeling themselves after Iron County and Alger County who has the whole system set up differently due to the Pictured Rocks National Park in their county. The board discussed what would happen if there were no County level funding at all - the answer to which was that the ICECA would no longer be operational and the Chamber would become far less effective as well as a withdrawal of the Humongous Fungus Fest. One board member recounted an encounter with a retired citizen who was excited over how well the community is doing and said she was excited about all that the ICECA has been doing. The board also noted that while the ICECA's disappearance would be felt in the community, it would be detrimental to the growth of the small businesses we have been helping. The County representative noted that this drawback of funding was not a personal attack on the ICECA but rather a deemed necessity as other organizations also depend on the County for funding.
- b. Parental Leave Policy (~~Action Item~~) - Vote tabled until next month's meeting.
- c. Iron County Report Card - Paul explained the latest report card.
- d. Iron River Armory - Paul has done some research on the sale of the armory. The City of Iron River has first right of refusal, after which the property will be publicly posted for sale. A representative was unable to be reached before the meeting.
- e. Iron County Graduate Focus Group - Update On Initial Event (August 18th) - The group was small but provide good feedback. They indicated that Instagram was more apt to be used than Facebook by the youth. One student in the club noted that outdoor clubs are looking for places to hike and that we could reach out and offer Iron County as a place for the clubs to explore. The next meeting will be in December when the students are home from college.

**J. Executive Director Update** - Paul reviewed his report. He noted that a stakeholders breakfast would be planned in October.

#### **K. Trustee Comments**

- a. The Iron County Gems project has largely taken shape, though Rick Kinsey asked the board to continue to contribute to the list.
- b. The ATV trails have seen great improvement this summer.
- c. Bob Black reported that this has been the best attended BluesFest ever.

- d. Rick Kent spoke to an anonymous Iron River business owner who said that their sales were up \$5000 from this time last year. Young's also distributed coupons in a Chicago newspaper and they have been seeing the coupons be redeemed at the ProShop.

**L. Adjourn 9:18a**

- a. Motion: Rick Kinsey      2nd: Mike      Pass: Unanimous

**Next Meeting:** October 3, 2019 | 8:00 am | Location: Young's