



## November 2021 Board of Trustee Meeting Minutes (11/12/21)- Crystal Falls

1. Call to Order/Roll Call
  - a. Trustees Present- Mike Bjork, Katie Clark, Anthony Dallavalle and Becky Waters.
  - b. Trustees Excused- Nikki Hebert, Rick Kinsey, Kevin Schmutzler and Jonny Waara.
  - c. Others in Attendance- Mark Bromley, Zach Hautala and Scott Abata.
2. Visitor Comments- None
3. Agenda Approval- 1) Mike 2) Tony All Trustees In Favor
4. Approval of Minutes- 1) Tony 2) Becky All Trustees In Favor
5. Financial Report- 1) Becky 2) Katie All Trustees In Favor
  - a. October Financials- Mark highlighted some areas of the financial report including the funds we have received from WUPPDR (\$4,000) and UP Michigan Works (\$5,000). Another highlight was the RV Park Revenue, which showed 2021 was the best year yet under the ICECA.
6. Chamber Update
  - a. Zach gave a verbal update with highlights including the return of Business After Hours and the “Businesses District Signs” currently on hold until early December.
7. Old Business
  - a. Funding Update- Crystal Falls Township, City of Crystal Falls, Caspian, and the County. Mark continues to work with these municipalities on our funding requests and is seeing some minor progress with all of them. Goal is to see what the County offers and use that to work with the other municipalities.
  - b. Fast Track Grant Update- No official applicants yet but have heard of some interest from within the Iron County community.
8. New Business
  - a. Furnace for Visitor Center- Furnace was replaced in October for \$5,700 as the old one was 30+ years old and it was recommended by Simbob Heating and Cooling to replace the furnace as parts for the current one are becoming obsolete. Mark did talk with Rachel Andreski, City of Iron River City Manager, and she said to take care of the issue and that cost sharing would be discussed at a later time.
  - b. Bonus Recommendation- Mark recommended that Louisa Kniivila, ICECA Office/RV Park Manager, receive a \$1,000 bonus and a 5% raise (\$1 per hour raise), starting January 2022 for her dedicated work at her position. Louisa goes

over and beyond with our guests in the RV Park while also maintaining our Chamber Office/Visitor Center. 1) Mike 2) Katie All Trustees In Favor

- c. Transition for Mark Bromley- Mark has currently been serving as the full time Managing Director of the ICECA however at the start of 2022 he will be transitioning from full time to an advisory role with a contract for services. His proposed pay scale would be quarterly. 1) Becky 2) Mike All Trustees In Favor
  - d. Shop Iron County Marketing Campaign- The ICECA is working with past ICECA Trustee Abby Miller on a “Shop Iron County” campaign with the purpose of not only getting residents to shop in Iron County but to also attract outside the area shoppers from areas such as Eagle River, Rhinelander, Land O Lakes, Iron Mountain/Greater Dickinson County, Marquette/Greater Marquette County as well as other neighboring communities. This campaign will continue to run through the holiday season. The cost for the exposure has been very minimal so far.
  - e. New Trustee- Scott Abata from Lake Shore. Mark has met with Scott and discussed the expectations of being a ICECA Trustee and Scott has agreed to those expectations. 1) Becky 2) Mike All Trustees In Favor
    - i. The ICECA is happy to welcome Scott to our team.
  - f. Miners State Bank/CoVantage Changes- After reviewing our accounts at our financial institutions (Miners State Bank and CoVantage Credit Union) we need to take off and add some ICECA officials on our accounts. The recommendation was to take Rick Kent, Abby Miller and Paul Schuytema off of all accounts and add Katie Clark, Zach Hautala, Louisa Kniivila and Mark Bromley to all accounts. 1) Mike 2) Becky All Trustees In Favor
  - g. No December Meeting due to the holiday season.
    - i. 1) Becky 2) Mike All Trustees In Favor
  - h. January Agenda- Discuss employee bonuses recommended by the Personal Committee for all employees.
  - i. New Meeting Day- After discussion, the 2<sup>nd</sup> Wednesday of the month looks to be a better BoT meeting day than the 3<sup>rd</sup> Wednesday. The BoT meetings will start with this new date with the January 2022 meeting (January 12<sup>th</sup>). Zach will create the full 2022 BoT meeting schedule (will include dates and locations) for the January meeting. This will allow all trustees to work these meetings into their schedules and identify any schedule conflicts.
9. Trustee Comments
- a. Katie- Reminded the BoT of the reality fair at Forest Park and encouraged those who can attend and participate.
  - b. Mike- He has heard comments within the Iron County community that Contrast Coffee is having issues and he wants everyone to be clear that this is FALSE.

10. Adjourn- 1) Anthony 2) Mike All Trustees In Favor

**Next Meeting: January 12, 2022 at 3 PM at the Iron River City Hall**

Meeting minutes taken by Chamber Director Zach Hautala.