



January 2022 Board of Trustee Meeting Minutes (1/12/2022)- Iron River

1. Call to Order at 3:18 pm by President Katie Clark
2. Roll Call
 - a. Trustees Present- Mike Bjork, Katie Clark, Rick Kinsey, Scott Abata and Becky Waters.
 - b. Trustees Excused- Nikki Hebert, Anthony Dallavalle and Kevin Schmutzler.
 - c. Others in Attendance- ICECA Managing Director- Mark Bromley, ICECA Chamber Director- Zach Hautala, City of Iron River Mayor- Dennis Powell, Iron County Commissioners- Jeff Ofsdahl and Mike Stafford.
3. Visitor Comments: Both Jeff Ofsdahl and Mike Stafford gave an update on the Iron County Board of Commissioners moving in the right direction on funding for the ICECA.
4. Agenda Approval- 1) Mike 2) Rick All Trustees In Favor
5. Approval of Minutes- November Minutes as a Trustee meeting was not held in December. 1) Rick 2) Becky All Trustees In Favor
6. Financial Report
 - a. Mark went over the December Financials which were included in each Trustee's packet. 1) Becky 2) Mike All Trustees In Favor
7. Chamber Update
 - a. Zach gave a both a chamber update and a year in review update. Highlights included the ICECA adding 21 new chamber members and successful winter events in Christmas In Lights (Iron River) and Crystal Christmas (Crystal Falls).
8. Old Business
 - a. Funding Update- Pleased to announce that City of Crystal Falls has paid. Waiting for a decision from Caspian. Waiting for a contract with Crystal Fall Township - which as Mark explained is the only municipality that is requiring a contract. The ICECA's RFP was accepted by the Iron County Board of Commissioners which now sends it to the contract development stage with their legal counsel. Both Jeff O and Mike S talked during this time and were confident something would be drafted in time for their February meeting. Mark Bromley asked to be part of this discussion so it can be drafted with terms that both parties would agree to.

- b. Fast Track Grant Update- Applications are in the process of being reviewed by the Community Grant Committee.
- c. Shop Iron County- The ICECA conducted two Facebook campaigns to get both local shoppers and shoppers from outside the area to both shop and discover Iron County. The campaign to attract outside the area shoppers reached 15,000 in key areas such as Rhinelander, Eagle River, Marquette County and Dickinson County. Talking with local shop owners also confirmed an increase in out of the area shoppers.

9. New Business

- a. 2022 Strategic Plan- Mark presented the 2022 strategic plan with the Trustees.
1) Mike 2) Rick All Trustees In Favor
- b. Contract for Mark Bromley- The contract that Mark and the Personnel Committee worked on was presented to the Trustees.
1) Rick 2) Becky All Trustees In Favor
- c. Variable Compensation Payout-Chamber Director- Mark presented the decision from the Personnel Committee to award Zach \$2,000. This was calculated by the completion of objectives in Zach's 2021 contract.
1) Rick 2) Becky All Trustees In Favor

10. Trustee Comments

- a. Mike- Expressed his "Thanks" to both Mark and Zach for their work during 2021. Other Trustees also shared their Thanks during this time.

*Mike Stafford gave the recommendation to have "Visitor Comments" after New Business.

11. Adjourn- 1) Mike 2) Scott All Trustees In Favor

Next Meeting: February 9th, 2022, at 3 pm in the Crystal Falls City Council Room

Meeting minutes taken by Chamber Director Zach Hautala.