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# IRON COUNTY

## ECONOMIC CHAMBER ALLIANCE

January 2023 Iron County Economic Chamber Alliance Trustee Meeting Minutes

- 1) Call to Order by President Mike Bjork (3:05 pm)/Roll Call
  - a) Trustees Present: Mike Bjork, Nikki Hebert, Rick Kinsey, Anthony Dallavalle, Kevin Schmutzler (3:21 pm), Becky Waters, Hannah Goodman, Justyna Skolasinski
  - b) Trustees Excused: Katie Clark, Scott Abata
- 2) Agenda Approval (Amended Agenda was approved) 1) Rick 2) Justyna – All in Favor
  - a) Added: Christmas Lights, Director & Assistant Director Contracts, Assistant Director Variable Income, BAH Update/Schedule, Quarterly Smart Goals
- 3) Approval of Minutes 1) Rick 2) Becky – All in Favor
- 4) Approval of November Financials 1) Becky 2) Nikki – All in Favor
- 5) Approval of December Financials and 2022 Year End Financials – Tabled until February Meeting
  - 1) Becky 2) Rick – All in Favor
- 6) Old Business
  - a) RV Park/ICECA Signs – Tabled for discussion until February 2023
  - b) Holiday Season Shopping/Small Business Campaigns
    - i) Zach gave the trustees an update that both were extremely successful. The holiday shopping season took place the Saturday after Thanksgiving and with the nearly 50-degree weather, shoppers took advantage of deals at local businesses. The campaign ad that was ran on Facebook had a reach of nearly 20,000 people and there were direct link clicks of nearly 650 that directed them to our website.

- c) Christmas in Lights/December BAH
    - i) Christmas in Lights had a total of 29 parade float participants and another wonderful display of fireworks thanks to the West Iron County Fire Department. December Business After Hours collaborated with the Iron County Museum during their Christmas Tree Galleria. It was discussed with the museum that it will be moved to Wednesday next year instead of Friday.
  - d) Marquee Sign Update
    - i) It is now in the hands of the City of Iron River. We talked to Nicolet Sign who ordered a new part from Hyoco but it had not shipped yet.
- 7) New Business
- a) 2023 Budget
    - i) Tabled until February meeting so Executive committee has a chance to review
  - b) 2023 Strategic Plan
    - i) Mike wants the strategic plan out earlier as well, so it has a chance to get reviewed before the meeting. Rick asked if the pillars were in order of importance or not, as they were. This business was tabled until February so it can be reviewed.
  - c) Chamber Director Variable Income Goals
    - i) Rick will be working with Zach on these goals. This was tabled until February until goals are set and can be presented.
  - d) ICECA Employee Title Changes
    - i) Zach mentioned that when he goes to meetings, having the title of 'Chamber Director' is not always appropriate. Zach would like either ICECA Director or Executive Director. There was a motion made by Rick and a second by Justyna to change the titles to 'ICECA Director' for Zach and 'ICECA Assistant Director' for Brett. All trustees were in favor.
  - e) ICECA Employee Job Descriptions/Duties
    - i) There was not enough documentation for each employee on their specific job duties. This was tabled until the February meeting. Each job description and duties will need to be sent to the trustees well in advance before the February meeting, so trustees have a chance to review.

- f) 2023 Fast Track Grant Program
  - i) This program was extremely successful in the beginning of 2022. The format will stay the same for 2023 and applications will become available in the next few weeks. Rick made a motion seconded by Becky that we go ahead with the Fast Track Grant Program.
- g) 2023 Visitor Guides
  - i) Zach stated that there were enough ads to print 20,000 copies for the 2023 guide. The 2022 guide was printed with 15,000 copies and there are only a couple hundred left until April.
- h) Christmas Lights
  - i) Our Christmas tree lights did not work this year as over 2/3 of them did not light up. We reached out to the company who is offering us a 20% managers' discount to purchase new ones. There was talk about finding lights that change colors so we can use them year-round. There was a motion made by Rick and a second by Mike to spend up to \$2,000 on these types of lights. All trustees were in favor.
- i) Chamber Director/Assistant Chamber Director Contracts
  - i) This was tabled until the February meeting until job descriptions and duties were sorted out.
- j) Assistant Chamber Director Bonus/Variable Income
  - i) Zach stated that Brett does a lot of behind-the-scenes work including maintaining the 11-page job openings for Iron County businesses and Chamber Members, Reserve America for camping, and maintaining Chamber Members list. His bonus for the year was set at \$2,000. Since he started in July and no goals were set as there was a lot of transitions in the office, that has been pro-rated to \$1,000. Becky made a motion seconded by Rick to pay \$1,000 to the Assistant Chamber Director. All trustees in favor. Mike mentioned that Zach needs to have a paper trail of this transaction.
- k) Business After Hours/Schedule
  - i) Zach stated that he is working on a Business After Hours in Crystal Falls for the end of January. A spot is determined at the Infield Bar, just looking for sponsors. He will update everyone once this is finalized.

- l) Quarterly SMART Goals
  - i) Both Zach and Rick explained to the board what SMART goals are and how the Chamber is going to look into achieving these goals. Rick is going to work with Zach on these goals.
- 8) Chamber Update
  - a) Zach gave a verbal update to the board
- 9) Visitor Comments
  - a) No Comments
- 10) Trustee Comments
  - a) Rick stated that he doesn't think Zach & Brett need to go to every meeting together. He believes one should stay at the office, so we have someone always present there.
  - b) Mike stated that he wants to maximize everything possible with the Chamber
  - c) Becky stated that she believes our Facebook should not only be us advertising events going on in the County. She thinks we should be out taking pictures at restaurants and businesses and promoting them, as well as all the outdoor activities that are possible in our county including snowmobiling, snowshoeing, rivers, and nature.
- 11) Adjourn
  - a) Becky made a motion seconded by Rick to adjourn the meeting. All trustees in favor.  
(4:14 pm)

Minutes submitted by Assistant Director Brett Smithson