



# IRON COUNTY

## ECONOMIC CHAMBER ALLIANCE

June 2024 Board of Trustees Meeting Minutes

President Mike Bjork called the meeting to order at 3:30 pm

1. Call to Order/Roll Call
  - a. Trustees Present: Mike Bjork, Nikki Hebert, Rick Kinsey, Anthony Dallavalle, Scott Abata (3:35 pm), Hannah Goodman
  - b. Trustees Excused: Kevin Schmutzler, Joseph Parker
  - c. Others in Attendance: Director Zach Hautala, Assistant Director Brett Smithson, County Commissioner Mike Stafford, Patricia Wensel
2. Approval of Agenda with one addition to new business – 1) Rick 2) Nikki – All in Favor
3. Approval of April Minutes – 1) Anthony 2) Rick – All in Favor
4. Financial Report (April & May 2024) - 1) Anthony 2) Hannah – All in Favor
5. Old Business
  - a. ICECA Golf Cart
    - i. Zach gave the board a verbal update on the golf cart that Waterfront Products and Powersports have completed the repairs and Ed is back patrolling the park with it.
  - b. SCS Housing Development
    - i. A verbal update and a picture diagram were presented to the board of what the future development of the apartment complex will look like. The Crystal Falls city council unanimously approved the development

agreement, and the next phase of road development and extension of utilities are being discussed.

c. April & May 2024 Chamber Update

- i. Zach went over his April and May monthly reports with the board.

6. New Business

a. Zach's Title

- i. Zach has asked the board to change his title from Director to Executive Director. The reason for this change is for when he goes to conferences and meetings, other members of different chambers and EDO's have this title, and he feels it would be more appropriate for him to have it as well. There was a motion made by Rick and a second by Nikki to make this change. All trustees were in favor.

b. Cathy Peruzzi Richardson BoT Letter of Interest

- i. Cathy has given the ICECA a letter of interest in joining the board of trustees. Cathy is extremely involved in the community and would be a great asset to the board. Rick made a motion that was seconded by Nikki to approve Cathy becoming a Board of Trustee member. All trustees were in favor.

c. RV Park Tree Removal Bid

- i. We had received 2 different quotes on getting some of the dead trees and shrubs removed from the RV Park. One was from MRS Tree Service, and that bid was to remove the dead maple tree below the deck. The other quote was from S&S Treeworkx to remove all dead trees, shrubs, stump grinding, fill dirt, and seeding once completed. S&S Treeworkx is a valuable chamber member, and the board unanimously chose S&S Treeworkx to do the project in the park via an email vote on June 13, 2024. The reason for the email vote was because the company wanted to get started and completed before

the 4<sup>th</sup> of July and the beginning of the project was before our meeting date.

d. ICECA Office Building Paint Bid

- i. We received a building paint bid from Dan's Carpet Cleaning & Painting Service. Dan would like to start and complete the project before the 4<sup>th</sup> of July. There was an email vote for this bid on June 13, 2024, and it was unanimously approved.

e. 2024 Harvest & Haunt Liquor License

- i. Harvest & Haunt will be taking place on the last Saturday of September, which is September 28<sup>th</sup>. As like the years past, we need board approval to apply for a special liquor license to be able to sell beer and wine. There was a motion by Rick and a second by Scott to approve us in applying for this special license. Roll call vote was taken: Ayes – 6; Nays – 0; Absent – 2. Motion carried.

f. Advertising in MARVAC and Camp Michigan Literature

- i. The Klint Safford Memorial RV Park has been at roughly 40-50% occupancy the past couple of years. One way we thought of improving those numbers would be to advertise in campground books throughout the state. Camp Michigan and Michigan Association of Recreation Vehicles and Campgrounds (MARVAC) are 2 books that we have in our office and have found at other Michigan visitor centers that we thought could be a good start to advertise. To become members of both and do advertising, Rick made a motion to spend up to \$1,800 that was seconded by Scott. All trustees in favor.

g. ICECA Members Promotion Only

- i. There has been some discussion in the ICECA office about changing advertising in the guides and our brochures to paying members only. There are nearly 30% of the restaurants in the guide that are not members, and some former members are still taking advantage of us

listing their business, letting them advertise, sharing social media posts, and printing materials and they do not pay their dues. By letting only paying members advertise or having a social media presence on our page, it feels like they would be getting more of the perks of being a member. The board suggested that we write up a policy on this topic, and let non-paying members know this fall about what is taking place. This policy would be put in place at the beginning of 2025. All trustees were in favor.

- h. County Funding
    - i. Mike Stafford let the board know that the county starts their budgeting in July and that we are in the final year of our contract with the county. Zach has talked to Mike about the extension of the contract and what to propose. Mike stated that when the contract was agreed upon, the money was used from the ARPA funds, and now it will be coming from the general fund. Mike suggested that we request a 3-year plan and have our financials to present.
7. Director Update
- a. Zach gave a verbal update on his monthly report.
8. Visitor Comments
- a. Patricia Wensel
    - i. Talked about the Northern Wings business in the Newberry area. She stated we would need to incorporate a business and would need stakeholders. She stated that we would also need to hire engineers to work on the computers that would be able to draw designs that would then cut metal from a machine. Chris Berger is the person in charge of the business in Newberry.

9. Trustee Comments

a. Rick

- i. Rick stated that the Iron River DDA has received quotes to re-do some of the parking lots in Iron River. This would be a 2025 project. The beautification committee also got some of the hanging basket flowerpots hung up downtown.

10. Adjourn

- a. Motion by Anthony, second by Rick. All in favor. 4:15 pm

Minutes submitted by Assistant Director Brett Smithson