



# IRON COUNTY

## ECONOMIC CHAMBER ALLIANCE

### November 2022 Iron County Economic Chamber Alliance Trustee Meeting Minutes

- I. Call to Order by President Mike Bjork (3:14 PM)/Roll Call
  - a. Trustees Present- Mike Bjork, Nikki Hebert, Scott Abata, Becky Waters, Hannah Goodman, Justyna Skolasinski
  - b. Trustees Excused- Katie Clark, Rick Kinsey, Anthony Dallavalle, Kevin Schmutzler
  - c. Others in Attendance- ICECA Chamber Director Zach Hautala and Assistant Chamber Director Brett Smithson
- II. Agenda Approval 1) Becky 2) Nikki – All Trustees in Favor
- III. Approval of Minutes 1) Hannah 2) Scott – All Trustees in Favor
- IV. Financial Report 1) Becky 2) Nikki – All Trustees in Favor
- V. Old Business
  - a. RV Park/ICECA Signs
    - i. It was suggested that we reach out to Wonder Sign, still waiting to hear back from Joel. This will most likely turn into a spring project. Will have a quote from both Wonder Sign and Nicolet Sign for this project.
- VI. New Business
  - a. ICECA Check Signature Authorization Amounts
    - i. Needed a set amount for Mike, Zach, Brett, and Louisa to sign checks in the office. Becky made a motion that we amend all names on the account and add Brett along with Mike, Zach, and Louisa. Mike can sign all checks, Zach can sign up to \$1,500, and Brett and Louisa can sign up to \$1,000. 1) Becky 2) Hannah – All in Favor
  - b. Holiday Season Shopping/Small Business Initiatives
    - i. As in past years, we are going to try to reach out to bigger areas such as Eagle River, Rhinelander, and the Marquette area for our Small Business Initiatives to attract shoppers to our area. We will be running a Facebook Campaign for this. Mike made a motion to spend \$700 on all initiatives for this event (\$500 Holiday Shopping Season; \$200 Small Business Initiatives) 1) Mike 2) Nikki – All in Favor
  - c. Christmas in Lights/December BAH
    - i. Just an update that there will be a BAH on Friday, December 2<sup>nd</sup> at the Iron County Museum for their Christmas Tree Galleria. The 16<sup>th</sup> Annual Christmas in Lights Parade and Festivities will be happening on Saturday, December 3<sup>rd</sup>.

- d. Discussion on City Sign
    - i. Nicolet Sign has been working on trying to get the marquee sign back up and running. They have had no luck so far as they think the antenna is broken. A new antenna is roughly \$450 while a used one is \$250. Since the City of Iron River owns the sign, we will push for the DDA to purchase the whole new piece that the sign needs.
  - e. Office/RV Park Manager Bonus
    - i. Louisa is a huge asset all summer in making reservations and helping campers when needed. She makes reservations and makes phone calls from her home when she is not at work. She already has 2 pages of reservations for 2023. We ask that we give her a \$1,000 bonus at the end of the year and start putting all bonuses in the budget going forward. 1) Becky 2) Scott – All in Favor
  - f. Monthly Meeting
    - i. There was a discussion on what days and times work for the Trustees to hold meetings in 2023. We will send out a calendar of all dates for 2023 at the same time of 3 PM.
- VII. Chamber Update
- a. Zach gave a verbal update
- VIII. Visitor Comments
- a. No Visitor Comments
- IX. Trustee Comments
- a. Mike- Push off forming small committees until the new year. The committees will focus on particular areas that need discussion. There are many ideas that are talked about but there is no follow up.
  - b. Becky- Stated that many people in our area know of everything that is going on and being promoted in our area, but we need to remember that the tourists that come into our area may not know about everything that is going on.
  - c. Nikki- Has reached out to numerous chain franchises about the great potential that the KFC building in Iron River will have. She is still waiting to hear back from some of them.
  - d. Scott- Asked if the parking lot lines have been painted in our new lot and asked if the culvert project has started yet. Zach stated that rarely anyone obeys the lines when they are there, so it is not a big rush to get them painted. Zach has been in contact with Bill from FA and Craig from Wickwire and it was mentioned that a “late fall” start with the culverts could happen.
- X. Adjourn (3:51 PM)- 1) Becky 2) Nikki – All in Favor

Meeting minutes submitted by Assistant Chamber Director Brett Smithson