

City of Iron Mountain  
Downtown Development Authority  
Monday, October 14, 2024  
Regular Meeting  
12:00pm

**I. Meeting called to order:** at 12:03pm - Jordan Stanchina, Dave Hendrickson, Katherine Mentel, Anthony Miller, Megan Blomquist, Joe Linn, Tim McCauley, Kim Webb, and Lucas Davidson present

**II. Approval of Agenda - *approved on a motion by Stanchina/Hendrickson***

**III. Consent Agenda Items - *approved on a motion by Stanchina/Linn***

A. Regular Meeting Minutes

I. 09/09/2024

B. Committee Reports

I. Events Committee: 09/24/2024

II. Business Development Committee: no September meeting

III. Beautification Committee: 10/01/2024

**IV. New Business**

A. Treasurer Report August 2024 - *approved on a motion by Stanchina/Davidson*

**V. Old Business**

**VI. Event Coordinator**

**A. Oktoberfest Recap** - Katherine noted that Oktoberfest on September 28 was well-attended due to the fantastic weather and feedback was positive. Attendees enjoyed the entertainment, especially the opening act DayDreamers, and this seemed to help attendance earlier in the event. Overall, attendance was down slightly from 2023.

A discussion followed regarding entertainment, with a general consensus among Board members that local U.P. bands with a local following are the best to pursue as our festival performers. Those from Green Bay or Appleton, for example, may not have a sound preferred by local crowds, may pose more uncertainty and risk for the success of DDA events, and should not be favored over local entertainers. Katherine and Tim noted that they would keep the Board informed and in the decision loop regarding entertainment selection moving forward, even via informational emails if necessary (pursuant to a suggestion by Anthony Miller).

Another discussion followed regarding the pros and cons of renting festival tents versus owning them. The outcome was that owning the tent was not inexpensive, that there were risks of loss in owning the tent due to bad weather and improper storage, and that the costs of setup and takedown involved liability issues and could create more potential problems to offset any benefits of ownership.

Finally, the staff was asked to measure the liquid capacity of beer steins sold at Oktoberfest to determine if this may lead to attendees getting significantly more beer than those using plastic cups. Tim measured the capacity of the steins to be one-half

liter, or 16.9 fluid ounces, roughly the same as the one pint (16.0 fluid ounces) plastic cups normally used to dispense beer at DDA festivals.

- B. Pumpkin Walk Budget** - Katherine presented a proposed budget for Pumpkin Walk to include second place grants for trunks and window decorating, at least one portable toilet for attendees, and more decorations for the event. This, along with staff time to promote and conduct the event, would more fully utilize funds provided by the sponsors to make the event special. Jordan noted that portable toilets used at other recreational sites in the City could be utilized at the Pumpkin Walk before going back to Stenberg Sitters on November 1, thereby eliminating that cost from the event budget. *A motion by Miller/Davidson to approve the proposed Pumpkin Walk event budget, at a cost not to exceed \$2,400, was approved.*
- C. Girls Night Out** - Katherine noted that the DTE Foundation came on board as the event sponsor recently for \$700. Several Board members noted it was important for the DDA staff to ensure that any references to alcohol consumption, sipping, drinking, and similar language would not be present in any of the promotional materials, website, or social media posts for the event. It must be clear that the City of the DDA is in no way providing alcoholic beverages or suggesting their consumption is related to the event.
- D. Christmas Walk** - Discussion on this event was very brief, but Katherine noted that there may be later discussion of the budget, similar to Pumpkin Walk.

## VII. Program Coordinator

- A. Toro Greenspace Enhancement Grant (Downtown Trees) project** - Tim noted that \$20,000 in funds had been received by Friends of the DDA (the grant applicant and recipient) and he met recently with the Iron Mountain Tree Board to discuss the project. The Tree Board indicated that 15-20 trees could be purchased for about \$10,000, that additional grant funds could be used for installation and watering apparatus, and that raising an additional \$10,000 would be beneficial to ensuring the success of the project. Tim had been working with the Tree Board since late June to create website content for the fundraising component, which we will ultimately promote on social media as well. After a brief discussion, it was the consensus of the Board that the fundraising component should be supported by the DDA staff via website and social media, but that staff time should not be used to actively solicit donors.
- B. Mural Restoration summary** - Tim noted that the total cost of the “Community” mural restoration of the side of The Daily News Building was completed in early September at a total cost of \$3,950. This was much lower than a cost anticipated to be as high as \$6,100 when approved at the DDA Board meeting on July 30, 2024. In addition, the “Believe” mural on the side of the Blackstone Pizza building received two coats of varnish to protect it against the weather for a few more years. In general, maintaining the murals involves them getting two coats of varnish approximately every 5 years. Tim also noted that there are ample supplies on hand so the materials costs of doing so are minimal.
- C. Farmers & Artisans Market (FAM) summary** - Tim noted that the FAM finished the 20-week season with total attendance of about 10,000 people. Compared to 2023, revenues were up, expenses were somewhat lower, net proceeds were \$1,800 more.

- D. Raffles summary** - Tim noted that net proceeds from the Out to Lunch, Brew Fest, Italian Fest, and Oktoberfest raffles were similar to 2023, but a few hundred dollars more for a total of \$2,800. Tim filed the required Raffle Financial Statement with the State of Michigan on October 7, 2024. Raffles are conducted by Friends of the DDA.
- E. Social District Update** - Tim noted that none of the establishments which applied for Social District Permits in late July from the Michigan Liquor Control Commission had received them. Therefore, the Social District is not proceeding until at least two of the applicants have received their permits. At that time, DPW will put up the signs. Tim noted that the DDA Board had reviewed posters at the September meeting, and that he would bring revised copies of those to the next meeting for approval before printing.
- F. Downtown Plan and RRC progress** - Tim noted that he had spoken with Issac Micheau, City Clerk/Treasurer, about completing some RRC tasks in November and December after the November 5 election. Issac agreed, and they will work together on multiple RRC items. Tim added that public participation (small task) and downtown plans (large task) remained as key tasks to be completed by DDA staff to advance the process of getting RRC certified by the State of Michigan.
- G. Microsoft 365 for \$10 per month and 5 computers** - DDA staff need use of Microsoft Office software. Tim will work with Jordan on the least cost options.
- H. Amazon Prime to save on shipping, get purchases faster** - There was brief discussion on this matter and it was determined that placing orders over \$35 should enable us to avoid shipping charges. Therefore, consolidate orders and avoid small orders. Tim later confirmed that the DDA indeed paid minimal shipping charges to Amazon in 2023 and 2024 due to having most orders over \$35.

## **VIII. Public Comment**

**IX. Member Privilege** - Tim noted that he would soon apply for a Community Impact Grant from the Dickinson Area Community Foundation, on behalf of the Friends of the Iron Mountain DDA, to purchase 5 new garden carts for beautification and event activities.

**X. Adjournment** - *The meeting was adjourned at 1:03pm on a motion by Davidson/Linn.* Next regular meeting: Monday, November 11, 2024.