

City of Iron Mountain
Downtown Development Authority
Monday, November 10, 2025
Regular Meeting Minutes
12:00pm at City Hall

I. Meeting called to order - The meeting was called to order at 12:00pm. Megan Blomquist, Sonja Matzke, David Hendrickson, Jordan Stanchina, Joe Linn, Katherine Mentel, and Tim McCauley present.

II. Approval of Agenda - *The agenda was approved on a motion by Stanchina, seconded by Linn, and carried unanimously.*

III. Consent Agenda Items - *The consent agenda items were approved on a motion by Stanchina, seconded by Hendrickson, and carried unanimously.*

A. Regular Meeting Minutes

I. 10/13/2025

B. Committee Reports

I. Events Committee: 10/28/2025

II. Business Development Committee: *no October meeting*

III. Beautification Committee: 10/07/2025

IV. New Business

A. Treasurer Report September 2025 - *The September 2025 Treasurer Report was approved on a motion by Stanchina, seconded by Linn, and carried unanimously.*

B. Consideration of new member for DDA Board of Directors to replace Michael Christy - McCauley noted that two applicants from the March 2025 posting for new Board members wish to be considered, and there were also two new applicants from the recent October/November posting. He also noted that he was late in having the City Clerk/Treasurer post a public notice, and would leave the applications open until just before the next Board meeting - therefore consideration of a new Board member should be tabled until the December meeting. Following a brief discussion, McCauley was directed to ask the two applicants not previously involved with the DDA - Tammy Krassick and Mike Nylund - to serve on one of the DDA committees and/or volunteer at DDA events.

V. Old Business

A. Treasurer Report August 2025 - *The August 2025 Treasurer Report was approved on a motion by Stanchina, seconded by Linn, and carried unanimously.*

VI. Event Coordinator Updates:

A. **Proposed event dates for 2026 and 2027** - Mentel distributed a list of 2026 event dates that had received preliminary approval from the Board about one year ago, with two changes. She noted changes for 1) the Brew Fest date to June 20 (from June 12); and 2) Girls Night Out to November 12 (from November 13). The time for Oktoberfest 2026 was also changed, so it ended at 9 PM (instead of 10 PM). *The final 2026 events calendar, including the aforementioned changes, was approved on a motion by Matzke, seconded by Stanchina, and carried unanimously.*

Mentel also distributed a list of 2027 event dates for preliminary approval. Similar to the 2026 schedule, the 2027 dates reflect Brew Fest on the third Saturday in June, and Girls Night Out

on the Thursday before gun deer season opens in November. *The preliminary 2027 events calendar was approved on a motion by Matzke, seconded by Linn, and carried unanimously.*

- B. **Entertainment for 2026 events** - Mentel distributed a preliminary list of performers for 2026 events to keep the Board informed and to provide some basis for objections or discussion. She added that the list was compiled with budgets for various events in mind, and that she would discuss with the Events Committee. She also added that entertainers should generally be confirmed in November and December before their schedules get filled with other 2026 bookings.
- C. **Ideas for Brew Fest and/or a replacement event** - Mentel noted that DDA staff had been discussing new ideas for transforming or replacing Brew Fest with events having broader community appeal. At a meeting in October with Mark Klossner - a former DDA Board member who assisted with Oktoberfest this year - there was much discussion of the possibility of a “derby” race similar to the ones sponsored by Red Bull around the world. Such a derby would feature vehicles (similar to “soap box” derby races) designed and built by contestants. Another possible concept was a country music themed event. She added that both concepts were later discussed with the Events Committee.

Mentel and McCauley both noted that the derby concept would take more than a few months to plan, and thus would not be realistic to have ready by June 2026. However, a replacement event for Brew Fest could possibly be ready by June, with enhancements such as a derby to come in subsequent years. There was general agreement that Iron Mountain’s topography, with several streets having hills coming into Downtown, was amenable to a soap box derby type of event. In the discussion, it was noted that A, Ludington, Hughitt, and Iron Mountain Streets all had unique characteristics and different lengths / grades.

After some further discussion, it was agreed that the DDA would probably need a partnering group or organization to plan/execute the derby portion of an event. The staff should also look into possible prize amounts for contest winners and any insurance requirements. Following a suggestion from Matzke, Mentel agreed to contact the Dickinson County Racing Association, which manages the Norway Speedway, as a potential event partner. She is also going to look into some of the logistical aspects, such as contacting the insurance carrier, looking at what a prize fund should be, and safety elements.

VII. Program Coordinator Updates:

- A. **DDA Strategic Goals and Action Plan** - McCauley called attention to the actions associated with Goal #3 (pertaining to streetscape elements and art) and noted that significant progress had been made in 2026 with purchase of trash receptacles, and planning is underway with the Beautification Committee to restore the painted benches. Matzke and the DDA staff recently discussed an approach for assessing the condition of murals and developing a plan for their future, and the staff should be able to make significant progress on that in late 2025.

McCauley also noted that all actions associated with Goal #4 (upgrades/maintenance to the DDA greenhouse) were currently underway and would put the greenhouse in much better condition and make it much more durable by late May 2026 - specifically plywood on the east/west sides and durable polycarbonate panels on the north/south ends to replace non-durable plastic.

- B. 2026-27 FY Budget Preparation - McCauley asked the Board if they would prefer to get underway with the budget development process at the next meeting in December. He added that the DDA staff was well-positioned to do this, and can provide detailed spreadsheets for the various budget components. After a brief discussion, the staff was directed to prepare a preliminary budget in the usual generalized presentation for the next Board meeting, and it was agreed that Matzke and Linn would work with the staff regarding more detailed discussion.

Mentel and McCauley noted that no commitments would be made for 2026 marketing expenses, such as radio and newspaper advertising, until the Board decides the budget and agrees to expenditures for those items. The DDA staff will develop a specific proposal for marketing spending, in tandem with the draft budget, so the Board and staff will move forward strategically and intentionally rather than simply relying on past practices.

VI. Public Comment - There was no public comment at the meeting, nor was there any discussion related to public comments.

VII. Member Privilege - McCauley noted that an intern from the Dickinson-Iron Technical Education Center started with the DDA in late October. She is a senior at Kingsford High School.

Matzke provided a first draft of standards and requirements for art in Downtown Iron Mountain (hanging art and other art) - as a starting point for the staff to complete such rules. She also provided a first draft of an application for art installation. McCauley suggested that a new location for art installations could be considered, perhaps on a wall place instead of hanging on bistro lights. He added that art on the bistro lights has been problematic and expensive to install/maintain, and that something simpler may be a better option. It was agreed that the staff should take the next steps with regard to those materials and provide something for the Board to discuss at a subsequent meeting during the winter.

Matzke suggested that the Board consider new DDA Board officer appointments in May 2026, and noted that she was amenable to having someone else serve as the Treasurer. Those present concurred.

VIII. Adjournment - The meeting was adjourned at 1:05 pm on a motion by Stanchina, seconded by Linn, and carried unanimously. Next regular meeting: Monday, December 8, 2025.