

City of Iron Mountain  
Downtown Development Authority  
Monday, December 8, 2025  
Regular Meeting Minutes  
12:00pm at City Hall

**I. Meeting called to order** - The meeting was called to order at 12:01pm. Jordan Stanchina, Megal Blomquist, Kim Webb, Sonja Matzke, David Hendrickson, Lucas Davidson, Joe Linn, Katherine Mentel, and Tim McCauley present.

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

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

A. Regular Meeting Minutes

I. 11/10/2025

B. Committee Reports

I. Events Committee: 11/25/2025

II. Business Development Committee: *no November meeting*

III. Beautification Committee: 11/04/2025

**IV. New Business**

**A. Treasurer Report October 2025** - Matzke briefly summarized the Treasurer Report for October 2025. *The Treasurer Report was approved on a motion by Stanchina, seconded by Davidson, and carried unanimously.*

**V. Old Business**

**A. Consideration of new member for DDA Board of Directors** to replace Michael Christy. McCauley noted that there were no new applicants for the DDA Board seat since the public notice was published in early November, and that the Board had narrowed down the list for consideration to two candidates at the last meeting: Mark Klossner and Melissa Doucette. After brief discussion, consensus was reached. *On a motion by Matzke, seconded by Davidson, and carried unanimously, the Board will recommend to the City Council that Mark Klossner be appointed to serve on the DDA Board of Directors to serve the remainder of the term (until April 4, 2028) for the seat vacated by Mr. Christy.*

**VI. Draft Budget for Fiscal Year 2026-2027**

**A. Brief summary of calendar year 2025 staff time usage** - McCauley and Mentel examined their timesheets for every week in 2025 and allotted their hours of staff time to 17 different categories. They distributed a summary of the results to the Board prior to the meeting. The summary indicated that roughly \$4k to \$6k of staff time is utilized for planning and conducting each of the major events such as Italian Fest, that roughly \$1.5k to \$2k is utilized for planning and conducting each of the smaller events such as Christmas Walk and the Farmers & Artisans Market, and that roughly 40% of staff time was utilized for general administration (accounting & budgeting, IT, marketing, website, downtown planning) and general event planning. The staff will attempt to break the general admin. category down into some more specific categories in 2026.

- B. Brief summary of calendar year 2025 financial performance** - DDA staff have typically provided a summary of financial performance (net proceeds) as part of the annual DDA budget document. That summary is more brief in terms of revenue sources, and the expenses for various events and activities do not include staff time. Net proceeds not including staff time may not accurately indicate whether an event or activity concludes with satisfactory financial performance. McCauley and Mentel distributed a summary of all DDA events and activities for 2024 and 2025 that sets forth calendar year 2025 financial performance for all events, activities, and administrative costs, with staff time considered.

There was a brief discussion regarding net proceeds for various activities with staff time considered, including negative figures for Downtown Flowers and Brew Fest. It was agreed that some activities such as Downtown Flowers are not intended to exhibit positive financial performance, while others such as the major festivals are intended to be fundraisers to some degree and should exhibit positive financial performance. In particular, Brew Fest appeared to be in need of some adjustments, as the amount of staff time required to plan and execute it was too high.

Otherwise, it was agreed that the Board should discuss a new June event to replace Brew Fest at the next meeting in January; that the staff would do more to promote and facilitate small individual donations to the Downtown Flowers in 2026; and that a graphical business directory in printed and/or signage form should be considered - with Houghton being a good example for signage. It was also suggested that the staff look into compiling a summary of alcohol and merch sales at events over the past 5-8 years.

- C. Brief summary of calendar year 2025 and proposed 2026 marketing expenses** - McCauley and Mentel distributed a summary of actual 2025 and proposed 2026 marketing expenses for events and the farmers & artisans market, in response to discussion at previous Board meetings around the effectiveness and value of various marketing channels. The summary indicated total marketing expenses of about \$7,650 for 2025, including about \$4,200 for radio advertising and smaller amounts for Facebook ads, other digital ads, The Daily News and Advertiser, and posters. Mentel also provided some data on impressions and reach for Facebook ads and other digital ads, and concluded that the “other digital” ads should be eliminated from consideration in 2026, given very poor performance/reach in 2025. After some discussion, it was agreed that the DDA should limit marketing spending to no more than \$5000 in 2026, with radio advertising comprising no more than \$1000 of that total. In addition, free event tickets provided with advertising contracts should be minimal, at 2-5 tickets perhaps rather than 10 or 20.
- D. Brief summary of calendar year 2025 and proposed 2026 entertainment (bands) expenses** - Mentel distributed a summary of all entertainment (bands) expenses for 2025 and anticipated expenses for 2026, including various events and Out to Lunch. This was done in response to concerns raised at recent Board meetings around the cost of entertainers. She noted that entertainers for Out to Lunch were generally in the \$300 to \$700 range, so \$500 is a good general estimate for single performances. She also noted that the polka band (Dorf Kapelle) for Oktoberfest was relatively expensive, but was probably instrumental in bringing people to that festival and making the 2025

version of the event a success. In general, the staff attempts to find a mix of entertainment throughout the summer that will engage audiences and encourage event attendance while staying within a budget.

The Board concurred with the entertainment figures overall, and with the value that some larger acts such as a polka band can bring to events.

- E. **Staff first draft FY 2026-2027 DDA budget** - McCauley noted that the specific summaries and discussions around staff time, overall financial performance, marketing costs, and entertainment costs were all subjects the Board had requested more information on during past meetings in 2025. This grew out of the work on goals and strategies earlier in the year, which brought to light a need to consider such matters in a more focused manner in the process of creating the budget for the next fiscal year. All Board members present expressed satisfaction that the information presented was indeed helpful, provided some new and different insights into the subjects being discussed, and provided a strong foundation upon which to make budgeting decisions. McCauley and Mentel distributed a preliminary working draft FY 2026-27 DDA budget to all Board members, and it was agreed that further discussion would commence at the next meeting on January 12, 2026.

**VI. Public Comment** - There was no public comment at the meeting and none was reported by any of the Board members present

**VII. Member Privilege** - There were no further comments by those in attendance.

**VIII. Adjournment** - *On a motion by Hendrickson, seconded by Davidson, and carried unanimously, the meeting was adjourned at 1:05pm.*

Next regular meeting: Monday, January 12, 2026.