

City of Iron Mountain  
Downtown Development Authority  
Monday, February 10, 2025  
Regular Meeting  
12:00pm

**I. Meeting Called to Order:** Megan Blomquist, Lucas Davidson, David Hendrickson, Anthony Miller, Joe Linn, Kim Webb, Jordan Stanchina, Sonja Matzke, Katherine Mentel, and Tim McCauley present

**II. Approval of Agenda:** A new agenda item - request by Dickinson-Iron Communities That Care to use the Downtown Stage on September 14, 2025 - was added under New Business. The agenda, as amended, was approved on a motion by Linn/Lucas and carried unanimously.

**III. Consent Agenda Items:** The Consent Agenda items were approved on a motion by Stanchina/Linn and carried unanimously.

A. Regular Meeting Minutes

I. 1/13/2025

B. Committee Reports

I. Events Committee: 1/28/2025

II. Business Development Committee: 1/30/2025

III. Beautification Committee: 1/07/2025

**IV. New Business**

**A. Treasurer Report December 2024** - The Treasurer report was approved on a motion by Davidson/Stanchina and carried unanimously.

**B. Request by Dickinson-Iron Communities That Care (DICTC) to use the Downtown Stage** - Tim noted that the request for use of the Downtown Stage on September 14, 2025, included a request that Iron Mountain Street be closed between Hughitt and A Streets, in addition to a request for the stage and use of the parking lot between Hughitt and A Streets. Jordan noted that closing Iron Mountain Street on that date would be the third closure of the street for an event in September. Tim responded that it would be possible to utilize more of the parking lot rather than close the street. On a motion by Stanchina/Miller and carried unanimously, the request was approved, contingent on utilizing more of the parking lot rather than closing Iron Mountain Street. Tim noted that he would communicate this to DICTC and work with them to determine an appropriate parking lot area to request for closure on September 14.

**V. Old Business:** There was no old business to consider

**VI. Items to Consider for Board Action**

**A. President and Secretary to sign the special liquor license application with notary present** - This was performed within the week by the President and the Secretary.

**VII. Staff Reports and Items for Discussion (in priority order)**

**A. Strategic Goal Setting, Budget Meetings** - A handout was distributed with information on past goals and strategies identified by the DDA Board from 2022 and 2023. There

was a brief discussion regarding bicycle lanes on Carpenter Avenue, and that this may be possible when re-painting of lines on Carpenter Ave. needs to be done. After some brief discussion, it was agreed that the Board would conduct a special meeting on Thursday March 6, 2025 at noon to develop goals and strategy for the coming fiscal year. It was also agreed that the discussion for goals/strategy should be organized around subjects normally handled by the three DDA committees. Finally, it was agreed that the goals and strategy established at the special March 6 meeting should be reflected in the upcoming budget discussion on March 10, 2025 for the FY 2025-2026 DDA budget.

**B. Farmers & Artisans Market (FAM) Marketing Assistance (Gwendolyn McKay) -**

Tim distributed copies of a 2024 FAM wrap-up and 2025 season proposal from Gwendolyn McKay, who was the FAM Marketing Manager for the 2024 season. Tim noted that Ms. McKay had performed above expectations in 2024, attended most market Saturdays, was instrumental in achieving attendance of 10,000 people during 2024, was very dependable, and he trusted that she would put forth similar effort and enthusiasm in 2025. She also did numerous radio interviews - generally every Friday morning - to promote the FAM. Her proposal was for \$4,000 for the 2025 season, an increase of 25% over what she was compensated (\$3,000) for the 2024 season. After some discussion regarding alternatives, perhaps for as little as \$2,000, Tim agreed to come to the March DDA Board meeting with some more detailed information regarding number of hours worked by the marketing manager, number of Facebook posts, and more for the 2024 season. In any event, there should be a discussion of what marketing is actually needed/desired for the FAM over the long term, and the best time to do that would be later in the year.

**C. Event Planning Updates -** Katherine noted that all music had been booked for the 2025 events, including Out to Lunch. Also, she and Tim are working on planning Brew Fest and had met with two people (Mindy Myers, Leah Trepanier) with detailed knowledge of the event. An important step in preparation is to get the special liquor license application submitted and approved so that orders can be placed with the various alcoholic beverage vendors. Katherine also noted that she had been discussing options with a caricature artist to attend Brew Fest, that the artist's fee would likely be about \$750, and that this would enable people attending the event to have the artist provide a drawing at no additional cost - something in addition to entertainment to help people enjoy the event and perhaps boost attendance. While there was no conclusion to the discussion in terms of Board action, Katherine and Tim agreed to find a sponsor for the caricature artist to minimize the cost.

**D. Raffles - Past Financial Results and Changes for 2025 -** Tim distributed a table showing financial information for all raffles conducted by Friends of the Iron Mountain DDA during 2023 and 2024. He and Katherine proposed that the raffles for Brew Fest and Oktoberfest be 50/50 only rather than having 10-12 raffle baskets as prizes, but keep the raffle basket approach for Italian Fest only. This approach would significantly reduce staff time spent gathering raffle baskets and items, may actually be better received, and thus would likely generate the same amount of revenue. There was a consensus around this idea, and it was also agreed that we should figure out a way to incorporate a 50/50 raffle into Italian Fest in addition to raffle baskets, although with a reduced number of

baskets, and also consider doing so at multiple times during each festival rather than simply having one larger 50/50 winner.

**E. Volunteer Party** - Katherine described the volunteer event being planned for March 20, and noted that Bay College had perhaps the best space at the lowest cost. The purpose of the event is to express appreciation for people who volunteered in 2024, and to provide information for people interested in volunteering for 2025 activities, and to get them to sign up early in the year. It was suggested that Katherine work with Friends of the DDA to coordinate and fund the event. Sonja suggested that in doing so, we keep in touch with schools as well since many students are looking to fill requirements for volunteer hours.

**F. Downtown Plan Progress** - Tim noted that the next steps on the Downtown/TIF plan are to assemble a Development Area Citizens Council with 9 DDA district residents, as required by Michigan law, and to compile and write the first section of the plan. That first section of the plan will contain background data and information to support the development of plan goals and projects. The best way to contact residents will be via U.S. Mail, and Tim / Katherine will determine the best approach - maybe USPS Direct Mail - within the next month.

**G. Options for Online Ticket Sales** - Tim noted that he and Katherine had located two options, both Wordpress plugins, for adding online ticketing to the DDA website. He added that Eventbrite would also work with the website, but the other two plugin options (Tickers and WP Event Ticketing) could enable the DDA to reduce fees paid to Eventbrite, from approximately 12.5% of sales to approximately 3% of sales. Tim also noted that while there were other Wordpress plugin options available, only the most widely used plugins are acceptable in terms of addressing security issues in a timely manner with updates.

## **VIII. Public Comment**

**IX. Member Privilege:** Tim mentioned that he recently met with the Iron Mountain Tree Board to discuss replacement of 20 mostly dead trees along A and Iron Mountain Streets in the coming months. Watering those trees several times per week will be important, especially during the first 3 or 4 years as their roots get established. Thus, it will be necessary to discuss the issue at subsequent meetings in terms of costs for the 2025-2026 budget and who will perform the work.

Tim also noted that the terms of two DDA Board members were expiring in April 2025 - Anthony Miller on April 4 and Lucas Davidson on April 25. He will have the City Clerk send a notice to the Daily News about seeking new Board members and will post the same a few times on the DDA Facebook page. The DDA typically opens up the process to the public, offers the option of another 4-year term to the current Board member with an expiring term, then decides on who should fill the seat.

**XI. Adjournment** - On a motion by Linn/Hendrickson, and carried unanimously, the meeting was adjourned at 1:05 PM. Next regular meeting: Monday, March 10, 2025.