

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

I. Meeting called to order Called to order at 12:01pm Christy, Miller, Mentel, McCauley, Matzke, Hendrickson, Blomquist, Linn, Stanchina, Webb present.

II. Approval of Agenda Motion To Approve Amended Agenda with addition to Old Business Line “C” Radio price update: APPROVED Miller/Linn

III. Consent Agenda Items Motion To Approve Consent Agenda Items: APPROVED Linn/Miller

A. Regular Meeting Minutes

I. 2/10/2025

B. Committee Reports

I. Events Committee: 2/25/2025

II. Business Development Committee: no meeting in February

III. Beautification Committee: 2/04/2025

IV. New Business Motion to Approve Treasurer's Report January 2025: APPROVED Stanchina/Linn

A. Treasurer Report January 2025

V. Old Business

A. Recap of March 6, 2025 Strategy Meeting - budget considerations

Matzke: suggestion of adding prioritization and timelines to the strategic planning
McCauley and Matzke will work together on creating a template and present to the board at our next meeting as well as an email prior to the meeting.

B. Farmers & Artisans Market marketing manager

Farmers Market marketing manager is looking for additional pay from last year (\$4000) which breaks down to around \$50 per hour, considering the amount of time used in the past for Facebook posts and radio ads. Hendrickson and Miller question if we should still continue marketing on radio for the Farmers Market after a survey from the DDA page last year shows about 2% of attendees hearing about the market via radio. Another option is to do a spotlight post provided by each vendor on a weekly basis posted to our page by our

event coordinator. Miller suggests doing a general “boosted” sponsored Facebook ad for the duration of the 2025 Farmers Market season. After further discussion, the consensus was that a marketing manager may not be necessary to sustain interest in the Market, and that DDA staff can likely provide any needed social media and radio content this season with a much smaller time commitment.

C. Radio Pricing Update Mentel provided a two page breakdown of the 2025 Radio Pricing Proposal, which has already been signed. The board also requested approval prior to signing any radio contracts in the future.

VI. Discussion of Fiscal Year 2025 DDA Budget (July 1, 2025 to June 31, 2026)

A. Brief summary of 2024 and 2025 financial performance

Added \$15,000.00 delegated to Facade Grants to 2024-2025 approved budget which were not awarded. The board also recognized the Octoberfest Event is close to being not profitable, especially if we cannot fill sponsorships. Mentel said that our tent vendor is also increasing fees by 20%. Board suggests looking into other options for tents.

B. Discussion of 2025-2026 budget We would like the committees to review events to make them more profitable and to follow a 30% profit margin target. The board has discussed possible sponsorships for tree maintenance. This topic will be tabled and we will continue review at our next meeting.

C. Sponsorship Opportunity for Small Business Week First National Bank has expressed interest in this we are looking at a \$1000 - \$1500 sponsorship for this.

VI. Public Comment N/A

VII. Member Privilege Mentel: we are going to move ahead with risk reduction training for events which will be provided at no cost and is asking the board for interest in involvement.

VIII. Adjournment - Next regular meeting: Monday, April 14, 2025. **Motion to Adjournment at 1:19: APPROVED Linn/Blomquist**