

City of Iron Mountain
Downtown Development Authority
Monday, July 14, 2025
Regular Meeting Minutes
12:00pm at City Hall

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

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

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

A. Regular Meeting Minutes

I. 6/09/2025

B. Committee Reports

I. Events Committee: 6/24/2025

II. Business Development Committee: *no June meeting*

III. Beautification Committee: 6/03/2025

IV. New Business

A. Treasurer Report May 2025 - *Approved on a motion by Stanchina, seconded by Davidson, and carried unanimously*

V. Old Business

A. No old business

VI. Event Coordinator Updates:

A. June Events Recap

- a. Farmers & Artisans Market - McCauley noted that vendors at the FAM were up about 20% from last year. Each Market Saturday generally brings about 35-40 vendors and 500-700 visitors. The challenge has been keeping track of the pool of about 70 vendors and making sure those who attend have a space. Vendor sentiment has been very positive so far as well.
- b. Brew Fest - Mentel noted that Brew Fest 2025 received positive feedback from vendors and attendees. The weather was rainy/drizzly all day but not cold, and attendance was similar to last year. Net proceeds were significantly lower than 2024 due to tent costs, slightly lower attendance, and about \$1,000 of the music sponsorship being in-effect transferred to Oktoberfest. Overall, the financial results compared with 2024 were \$3500 less revenue, \$1600 more expenses, and \$5100 less net proceeds. However, the net proceeds for 2025 were positive.

The Events Committee discussed (on June 24) these issues and the possibility of pricing changes. Following a discussion of all of the foregoing issues, it was

suggested that the DDA staff consider moving the Brew Fest date later in June, consider all options for tents (including not using a large tent), and consider advance purchase discounts in the pricing.

McCauley noted that there were about 8 cases of canned beverages the DDA had to purchase from vendors or distributors. Those all comprised partial cases or units that were not bought back by the vendors or distributors. This is an added cost for Brew Fest which the staff will attempt to reduce through purchasing 12-packs rather than cases, and by selling the “leftover” canned beverages at Italian Fest and Oktoberfest. In response to concerns by the Board related to the liquor license and selling “leftover” alcohol from a previous event, McCauley contacted the Michigan Liquor Control Commission by telephone. He spoke with Josh Tuttle at the Special Licensing Unit on July 23, and Mr. Tuttle confirmed that it would be OK for the DDA to sell “leftover” beverages at subsequent events for which the DDA had special licenses to sell alcohol.

- c. Out to Lunch - Mentel noted that performances had been well attended so far and having different food vendors for each date was being well-received. She also noted that the new sound person (Ryan Pierce) was working very well, and he would likely be handling sound for Oktoberfest this year.
- d. Italian Fest - Mentel noted that all preparations were on schedule, but volunteers are always needed, especially for the later shift from 8:00 to 11:30pm. She also indicated that Upper Audio would be providing the sound perhaps for the last time at DDA events, since the experience with them for Brew Fest in June was less than ideal. The Board concurred with her suggestion.

VII. Program Coordinator Updates:

- A. DDA Strategic Goals and Action Plan - McCauley noted the Board requested that the goals/strategies which were developed back in March/April (summary list of goals attached to these minutes) be addressed in some manner at every Board meeting moving forward. As a first attempt at doing that, he suggested discussing one or two goals and associated actions every month, starting with Goals 4 and 9 at this time. The Board agreed to use that approach moving forward to see how it works.

With regard to Goal 4 - pertaining to greenhouse maintenance and repair - the DDA can use Toro Greenspace Enhancement Grant funds for all of the materials needed. McCauley will discuss further with Board member Hendrickson before finalizing, and try to coordinate the activities for fall 2025 and spring 2026. There was also a brief discussion around past problems with the greenhouse and winter weather, wind, and associated repairs.

With regard to Goal 9 - pertaining to best uses of DDA net proceeds and funds on hand - McCauley noted that one of the proposed actions was for the staff to determine running totals of unspent or overspent funds for various sub-accounts such as building improvement grants. After some discussion, there was a consensus that the running totals analysis was a relatively low priority at this time, and the staff should instead

focus on keeping current with accounting on beautification and summer events to facilitate FY 26-27 budget discussions in the fall. Discussing the upcoming budget 6 months before it needs to go to the City Council will ensure that the process is not rushed.

- B. Toro Greenspace Enhancement Grant progress and update - McCauley noted that the \$20,000 grant awarded to the Friends of the IM DDA had roughly \$13,000 in unspent funds. He has been discussing this with Toro and they have indicated extending the program associated with the grant to spring 2026 would be acceptable. McCauley has a spreadsheet setting forth possible ways to use the remaining funds, and it was agreed he would work with Matzke and Stanchina to finalize.
- C. RRC Essentials progress - McCauley noted that he would soon work again with the City Clerk/Treasurer to complete the Planning Commission Annual Report, the Capital Improvements Plan, orientation packets for City elected and appointed officials, and training plans for City Council and boards/commissions, including the DDA. The City will also engage with MEDC to document progress towards RRC Essentials status.
- D. Trash Receptacles - McCauley noted that 20 trash receptacles had been ordered from Belson Outdoors for a total of roughly \$13,100, including delivery. They are scheduled to arrive in Iron Mountain on September 15.
- E. Downtown/TIF plan update - McCauley indicated that no new progress had been made in the past month, but he anticipated being able to work on it during July and August, depending on how busy the staff is with summer festivals and events.

VI. Public Comment

VII. Member Privilege

VIII. Adjournment - *The meeting was adjourned at 1:05pm on a motion by Stanchina, seconded by Davidson, and carried unanimously.*

Next regular meeting: Monday, August 11, 2025.