

City of Iron Mountain
Downtown Development Authority
Monday, January 12, 2026
Regular Meeting Minutes
12:00pm

I. Meeting called to order: at 12:02pm. Jordan Stanchina, Joe Linn, Lucas Davidson, Mark Klossner, Anthony Miller, Sonja Matzke, Megan Blomquist, Katherine Mentel, and Tim McCauley Present.

II. Approval of Agenda: Blomquist requested that the agenda be modified to add “Nomination of Secretary” as Item A under New Business and denoting the remaining two items as B and C. *The agenda was approved as amended on a motion by Stanchina, seconded by Matzke, and carried unanimously.*

III. Introduction of New Board Member: Mark Klossner was approved as a DDA Board member by the Iron Mountain City Council on December 15, 2025 to fill the remainder of a term vacated by Michael Christy, which term expires on April 4, 2028. He was introduced to the Board and was a familiar face to a few of the members, as he had served on the DDA Board previously about 5 years ago.

IV. Consent Agenda Items: *The Consent Agenda Items were approved on a motion by Stanchina, seconded by Linn, and carried unanimously.*

A. Regular Meeting Minutes

I. 12/08/2025

B. Committee Reports

I. Events Committee: 12/30/2025

II. Business Development Committee: no December meeting

III. Beautification Committee: 12/02/2025

V. New Business

A. Nomination of Secretary - Blomquist entertained a motion to nominate a Secretary for the DDA Board. Following a brief discussion, Anthony Miller agreed to serve as Secretary *On a motion by Matzke, seconded by Davidson, and carried unanimously, Anthony Miller was appointed as Secretary.*

B. Treasurer Report November 2025 - Matzke noted that the event-related receipts and disbursements for events during November 2025 were as expected, with nothing unusual. McCauley noted that the disbursement for \$20.14 to Clearly IP Inc. on November 6, 2025 was for the phone in the DDA office, and he noticed in the course of recent work on the budget that this item started appearing monthly sometime in late spring of 2025. He and Mentel thus included it as a \$250 item (annually) under “Utilities” in the preliminary draft 2026-27 budget. Approval of the November 2025 Treasurer Report was tabled until next month while McCauley and Stanchina confirm the origin of that expense and whether or not it should be attributed to the DDA.

C. Liquor license application for 2026 events - Mentel noted that the liquor license application for three major events in 2026 had been completed and was ready for consideration by the DDA Board and the Iron Mountain City Council. Once the application is signed, notarized, and approved, it will be sent to the State of Michigan for final approval. *On a motion by Stanchina, seconded by Davidson, and carried unanimously, the liquor license application was approved.* The application was subsequently forwarded to the City Council for consideration at their January 19 or February 2, 2026 meeting.

VI. Old Business - There was no old business to consider

VII. Draft Budget for Fiscal Year 2026-2027

A. Brief review of staff time usage, financial performance, marketing expenses, entertainment - actual 2025 and proposed 2026 - from December meeting -
McCauley noted that the purpose of those analyses presented last month was to provide additional information to the Board. Such information adds to what has been done in the past and incorporate staff time and administrative expenses into the evaluation and analysis of various activities/events and their financial performance.

With regard to marketing expenses and radio advertising in particular, McCauley noted that he and Mentel had engaged in several hours of research and discussion on the topic after the December Board meeting. At that time, the Board requested that the staff attempt to keep radio advertising for all events under \$1000 per year. Based on the research and discussion, it was concluded that spending of roughly \$500 per event, for a total of \$2,000 per year, would be necessary to extract any value whatsoever from radio advertising on the Iron Mountain market, and that spending lesser amounts would yield little or no benefits. Therefore, McCauley suggested that perhaps radio advertising should be eliminated from some events in order to get to the \$1000 spending limit. He added that the staff had no opinion or position in the matter other than to simply pass along some information to the Board.

A discussion then ensued regarding the actual reach of radio ads in the Iron Mountain area and the value realized by the DDA with radio ad spending for events. All at the meeting were in agreement that social media, website, posters, and other forms of marketing were much more effective than radio. In response to a question from several Board members, McCauley noted that a survey of attendees at the Farmers & Artisans Market (FAM) in 2024 revealed that roughly 90 percent of persons became aware of the FAM through Facebook and the DDA website, with only 4 percent indicating radio or newspaper as their source of information. After brief further discussion, there was a consensus that the staff should focus marketing efforts and spending on channels that are most effective - such as social media and website - and that spending on radio ads should only be done on a per-event basis when the Board deems it will be effective. In addition, Miller suggested: 1) that the two radio stations be encouraged to sponsor airtime for events; and 2) consider creating ads that mention season-long activities and the website for information, perhaps in lieu of event-specific advertising. In any event, The Board also agreed that the FAM should forego all radio advertising in 2026 and rely primarily on social media and website for marketing and promotion.

- B. Estimated financials / budget assumptions for 2026 June event to replace Brew Fest** - Mentel distributed a table she prepared with budget assumptions for the new June event - including revenues, sponsor revenues, and expenses for entertainment, facilities, food and drink - and also presented a draft logo for the event with a sunny and summer-ish theme. Before getting into the financial information, there was a consensus that the event should be titled "Summer Roll-Out" and that the logo should be simplified slightly and use less of a beach type of theme. In the course of longer discussion on event financial details, Board members noted that sponsors may be somewhat reluctant to commit to usual festival amounts for a new event, the DDA should be prepared to realize negative results in the first year of such an event, and that the staff should examine possible financial results of alternatives to charging for admission. The staff was directed to look at some additional scenarios such as not charging admission, charging less admission, charging for activities instead of free activities, reduced sponsorship levels, and possibly more. This is mainly to ensure that all options and associated financial opportunities/setbacks are being considered. The staff agreed to update Matzke and Linn on those results as soon as possible, prior to the Board discussing the budget again.
- C. Sponsor summary for 2025 and sponsorship info packet for 2026** - Mentel noted that she would send out the most up-to-date sponsor information packet to Board members for their review prior to releasing it to the public.
- D. Preliminary working draft FY 2026-2027 DDA budget** - Since discussion on other matters had taken up all of the meeting time, the Board decided to hold a special meeting on Monday January 26 at noon at City Hall to discuss the preliminary draft 2026-27 budget.

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

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

X. Adjournment - *On a motion by Hendrickson, seconded by Davidson, and carried unanimously, the meeting was adjourned at 1:05pm.* Special Meeting to be held on Monday, January 26. Next regular meeting: Monday, February 9, 2026.