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

I. Meeting called to order - at 12:00pm.

Roll call - Jordan Stanchina, Joe Linn, Mark Klossner, Anthony Miller, Megan Blomquist, Sonja Matzke, Kim Webb, Lucas Davidson, Katherine DeMars, and Tim McCauley present. David Hendrickson was absent.

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

III. Public Comment - No comments were offered from the public.

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. 10/12/2026

B. Beautification Committee Meeting Minutes

I. 10/6/2026

C. Events Committee Meeting Minutes

I. 10/27/2026

V. New Business

A. Treasurer Report for August 2026 - Linn provided a brief overview of the receipts and disbursements for August 2026, and DeMars noted that the $2,166 payment to Beck's Ornamental & Turf Mgt. was for annual weed control treatments. *The Treasurer Report for August 2026 was approved on a motion by Stanchina, seconded by Matzke, and carried unanimously.*

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

VII. Staff Updates/Reports/Ideas

A. **Oktoberfest update and financial results** - DeMars noted that attendance was down roughly 30% from the 2025 event, but very similar to the 2024 event. She added that net proceeds for the event were about $2,700, compared with $12,300 for 2025 and $6,400 for 2024. The primary reason for the much smaller amount in 2026 was lack of a Signature Sponsor, in the amount of $6,500. In response, McCauley noted the net proceeds for all three major events in 2026 were roughly the same as 2025, and that the financial results for all three as a total are very similar from year to year. He also noted that there was no Downtown Stage and also minimal Farmers & Artisans Market sponsorship last year, but the 2026 season brought in $7,500 for those activities, also supporting the idea that the financial results for the 2026 season overall were better

than expected. Webb noted that the Appleton Oktoberfest, a very large event, was held on the same weekend, and that may have caused lower attendance at the Iron Mountain event. McCauley added that he heard from conversations there was also a large funeral and reception in town that day, and also that people are probably spending less on festivals due to expensive gasoline.

There was brief discussion around changing the event date to not conflict with other events, including perhaps Run IM. Another option discussed was opening the festival sooner, such as 10:00 or 11:00am to include some of the folks attending Run IM if it's still conducted nearby. The overall consensus was to keep it family-friendly by continuing kids activities and perhaps modify the theme to be less ethnic and more autumn-oriented. However, there is a need to generate revenue from somewhere for the children's area - perhaps a small entrance fee - since there has not been a children's area sponsor for at least the past three Oktoberfests. Webb suggested that something like a "package" deal could be offered for families or parties of 4 to encourage attendance.

McCauley and DeMars again noted that, when considered as one unit, the three festivals finished the 2026 season with net proceeds similar to the 2025 season - at around $26 to $27k, and that sponsorships had shifted from Oktoberfest to the Downtown Stage and the Farmers & Artisans Market. Perhaps it makes the most sense to look at the financial results as one unit, considering that weather and other factors may influence them each individually in different ways from year to year. That led into discussion on the next agenda item.

B. **Sponsorships and grants for 2027 events** - DeMars noted that she and McCauley have been discussing the possibility of applying for grants to help fund the festivals, since local sponsorships have become more competitive. For example, the Friends of the DDA received a Walmart Spark Good Local grant for $600 for Out to Lunch in 2026. DeMars noted that some other options include foundations affiliated with Enbridge, We Energies, and DTE as well as public funding through MI Arts & Culture Council and Upper Peninsula Arts and Culture Creative Alliance. She added that more than half of grantors only give to non-profit organizations, while others give to both local governments and non-profits. McCauley noted that grants in general are intended to cover shortfalls in funding, meaning that the approach to event budgets (for purposes of grant applications) should include staff time in the expenses. If that's done for Summer Roll Out and Oktoberfest based on the 2026 results, then an operating loss is the result. Accounting in this way for events will reveal a "shortfall" justifying the need for grants. McCauley added that the overall "ask" for a grant could be based on the shortfall identified for all three events.

In response to a question from Matzke, DeMars noted that sponsorships and grant funds can usually be combined for the same event. She also noted that one grant could apply to a series of events rather than simply one event.

The consensus was that the staff should compile a combined financial statement for the three large 2026 events, including staff time, identify the resulting shortfall to determine the "ask," then proceed to apply for the MI Arts & Culture Council's (MACC) Experience Support Grant Program by October 22. In addition, the staff should consider any other grant programs that may apply to Out to Lunch as well.

C. **Meeting with Crystal Falls Business Association re. Derby** - DeMars noted that the DDA staff and Klossner will be meeting with Melissa Geary, Crystal Falls Business Association President, later in the week to discuss the Humungous Fungus Fest derby. Crystal Falls conducts a derby event in August in conjunction with the Fest, and may be able to provide the DDA with relevant information for conducting a similar event in Iron Mountain. DeMars added that perhaps contestants could be encouraged to participate in both events, which might tend to increase participation in both events.

D. **Other Items for Discussion** - McCauley noted that a wifi extender device was purchased for the low price of $160, and that it was used successfully for Oktoberfest. McCauley also noted that someone connected to a member of the Beautification Committee would like to donate a bench to the DDA. He mentioned to the Committee that the DDA Board would prefer that all benches downtown be of a similar color, design, etc. so as to have a consistent look. After a brief discussion, the consensus was that the DDA should control the style, acquire any benches, specify the location of benches, and charge the donor for the cost of the bench and plaque plus administrative time involved the acquisition. In addition, there should be a written agreement stipulating that the bench becomes City property and that there is a specific lifespan or time limit on how many years the bench will be placed Downtown and/or display the donor's plaque.

VIII. Public Comment - No comments were offered from the public.

IX. Member Privilege - McCauley noted that the Downtown/TIF plan Advisory Committee has about a dozen people confirmed to participate so far, and he is trying to get the attention of Mr. Bousley the Dickinson County Controller/Administrator. As discussed at previous DDA Board meetings, he continued, participation of Dickinson County in the process is relevant. Also as noted by Stanchina at previous DDA Board meetings, County tax levies for general operating, road commission, and other activities comprise about 30 percent of the funds that could potentially be captured by the DDA for tax increment financing (TIF), so County agreement to release those funds for the DDA's TIF program is important. Miller and Matzke requested, and the Board concurred, that Downtown/TIF plan progress be included at the top of the agenda for Staff Updates/Reports now that the busy summer events season has concluded.

X. Adjournment - *The meeting was adjourned at 12:55pm on a motion by Blomquist, seconded by Stanchina, and carried unanimously.* Next regular DDA Board meeting: Monday, November 9, 2026.