City of Iron Mountain
Downtown Development Authority
Monday, May 11, 2026
Regular Meeting Minutes
12:00pm

I. Meeting called to order - The meeting was called to order at 12:02pm. Jordan Stanchina, Joe Linn, Mark Klossner, David Hendrickson, Anthony Miller, Sonja Matzke, Megan Blomquist, Tim McCauley, and Katherine Mentel present. Also present from the public was Bob Peterson.

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

III. Consent Agenda Items

A. Regular Meeting Minutes - *On a motion by Blomquist, seconded by Matzke, and carried unanimously, the minutes of the April 13, 2026 meeting were approved.*

I. 04/13/2026

B. Committee Reports - *On a motion by Linn, seconded by Stanchina, and carried unanimously, the April committee meeting minutes were approved.*

I. Events Committee: 04/28/2026

II. Business Development Committee: no March meeting

III. Beautification Committee: 04/07/2026

IV. New Business

A. Treasurer Report for March 2026 - There was a brief discussion to clarify several items in the Report. *On a motion by Blomquist, seconded by Stanchina, and carried unanimously, the March 2026 Treasurer Report was approved.*

V. Old Business

A. Christmas Walk date for 2026 - Mentel noted that she had discussed possible changes to the Christmas Walk date with First National Bank (FNB), the lead sponsor and venue for the event. She also discussed it with the Dickinson County Library. Mentel added that FNB expressed interest in keeping the date as scheduled, and the Library expressed that they did not incur any problems with hosting Christmas Walk activities on the scheduled date. *As a result, the Board's consensus was to make no changes the the date for the Christmas Walk event, and no motion was advanced.*

V. Staff Updates/Reports/Ideas

A. Michigan Downtown Association training workshop in Marquette August 6, 11am to 2pm (Eastern time) - McCauley noted that he had received an email from the Negaunee City Manager regarding a workshop for downtown development authorities in the Upper Peninsula. The workshop is anticipated to be held in Marquette in June. McCauley added that he had attended a similar workshop in Escanaba in 2023, and noted that it was a beneficial learning experience. He suggested that someone from the DDA - perhaps a Board member - attend the workshop. Miller noted that he would be

interested in attending, and McCauley agreed to keep him informed as to the date, location, time. Etc. when new information becomes available.

B. Updated version of Public Art Installation Policies and Process - McCauley distributed the updated version, including changes discussed at the April 2026 DDA Board meeting, An ensuing discussion centered around phrases and provisions that may involve legal issues and questions for the City. Therefore, consideration of the document was tabled pending a review by the City Attorney.

C. Proposed marketing spend for summer events - Mentel distributed a table of proposed marketing actions/spending, including The Daily News, The Advertiser, Facebook ads, printed posters, and radio. There was general concurrence with the proposal, but The consensus was to discontinue event advertising in The Advertiser, but continue with The Daily News similar to the 2025 season. It was also agreed that Oktoberfest marketing could be decided later, and that the staff would meet with Mark Klossner in June to discuss that event. Mentel added that the staff would also work to promote upcoming DDA events during some of the Farmers & Artisans Markets on Saturday mornings throughout the summer.

D. Downtown/TIF Plan progress and next milestone - McCauley noted that he had completed an analysis of demographic, economic, and housing data from 1990 to 2024. The analysis sets forth information for The City of Iron Mountain, the Iron Mountain-Kingsford-Norway-Niagara-Aurora-Florence area (the "IMK" area) and other areas for comparison, including Michigan, Wisconsin, and the United States. He added that the idea behind presenting information for multiple areas and time periods was to enable people to form an information-based perspective regarding where the local area stands relative to others, and some of the problems and opportunities that become apparent. The analysis is presented in a tabular form and findings/conclusions are summarized in a series of bullet points. McCauley noted that the purpose behind doing such an analysis was to provide a data-driven, objective backdrop upon which pragmatic goals for the future of Downtown could be developed.

   There were questions from several Board members as to why the analysis and data presented included some emphasis on the Green Bay area in Wisconsin. McCauley noted that the Green Bay area is an excellent example of an economically vibrant area with affordable housing and many other positive characteristics as reflected by demographic, economic, and housing data. Many IMK residents are very familiar with the Green Bay area and will make comparisons with it. Also, the IMK area benefits economically and otherwise from being one of few Upper Peninsula communities located within 100 miles of such a metro area with 250,000+ population.

   The Board's consensus was that McCauley and Stanchina would work together to review and modify (if necessary) the aforementioned analysis and data. This process may take several months, and the results will be reported back to the Board. In the meantime, McCauley agreed to compile a timetable of activities necessary to complete the Downtown/TIF plan and form an advisory committee in June. He will bring a document to the next Board meeting on June 8, 2026 with the timetable and activities.

E. Update on RRC Progress - McCauley noted that there was no further progress on the RRC documents over the past month, other than he and the City Clerk Treasurer (Issac Micheau) are reviewing and revising documents before submitting them to the MEDC.

VI. Public Comment - Mr. Peterson noted that more benches were needed in the downtown area, not only around the festival space. McCauley and several Board members noted that there are roughly 24 wood benches being stored for winter, which are now in the process of being repainted, and will be placed around the festival space in early June. The Board has discussed having more benches downtown, and that any new benches would likely be a different metal and wood design. More discussion on that issue will likely come with preparation of the Downtown/TIF plan.

VII. Member Privilege - Mentel noted that the staff would need to purchase glassware for sale at the upcoming Italian Fest and Oktoberfest events, probably in an amount around $1,500. This is the price at which the best combination of unit cost and having enough merchandise on hand could be achieved. She added that the DDA does not want to purchase an abundance of inventory to save a small incremental amount on unit cost, so the staff believes the $1,500 amount is a reasonable compromise. The staff wanted to simply mention the expense to the Board, given the significant amount involved, and Mentel noted that the amount was included in the budgets for Italian Fest and Oktoberfest. There were no objections from the Board.

Mentel and McCauley also mentioned that they had been looking into grant funding opportunities as a way to supplement local sponsorships and diversify DDA revenue sources. As an example, Mentel recently secured a $650 Walmart "Spark" grant for Out to Lunch. She noted that numerous grant programs, including the Toro Greenspace Enhancement Grant that funded new downtown trees and greenhouse improvements, are for non-profit organizations only, so Friends of the DDA would be the applicant.

Webb noted that the Nation's 250th anniversary was coming up on July 4, and asked if the DDA was doing anything special for that date. McCauley responded that nothing was planned, other than conducting the Farmers & Artisans Market on July 4. She also noted that the Kellogg Foundation was very active in lower Michigan, and that the staff should consider their grant programs if seeking grant funding for DDA activities/events.

VIII. Adjournment - Next regular DDA Board meeting: Monday, June 8, 2026.