



**Proceedings of the Economic Development Corporation Meeting
Wednesday August 6, 2014**

A Regular Meeting of the Economic Development Corporation was held on Wednesday, August 6, 2014 at 10:00 A.M. in the Conference Room #1, Second Floor of the Municipal Memorial Building in the City of Ironwood, Michigan.

1. Chair John Wyssling called the meeting to Order at 10:00 a.m.
2. Recording of the Roll

MEMBER	Present		EXCUSED	NOT EXCUSED
	YES	NO		
Cayer, Joseph F.	X			
Lemke, Joseph	X			
Kobylinski, Devon	X			
Peterson, Jim		X		X
Ramme, Dave		X		X
Ruppe, Mark	X			
Schneller, Tom		X		X
Schonberg, Bob	X			
Wyssling, John	X			
Quorum	6	3	Quorum	

In the audience, Director Brown from Community Development.

3. Approval of the June 4, 2014 Meeting Minutes:

Motion by Cayer to accept the meeting minutes of June 4, 2014. **Second** by Kobylinski. **Motion Carried 6 to 0.**

4. Approval of the Agenda:

Motion by Ruppe to accept the Agenda. **Second** by Cayer. **Motion Carried 6 to 0.**

5. Citizens wishing to address the Commission regarding Items on the Agenda (Three-minute limit)

None.

6. Citizens wishing to address the Commission regarding Items Not on the Agenda (three-minute limit).

None.

7. Items for Discussion and Consideration:

- a. Discussion with Chris Whitburn with Charter Media regarding marketing and promotion:

Mr. Whitburn was not in attendance.

- b. Mentoring Program:

Director Brown has created a page on the website dedicated to the mentoring program. There are two components to this project, one being the one on one mentoring and the other being group speakers. This project is partnered with GCC, area chambers and business leaders. The idea is to have monthly speakers come in and networking will be encouraged.

Cayer asked the question "who is funding the speakers". Director Brown and Wyssling indicated that businesses have been donating money and GCC funds available for this sort of project. Another question was brought up as to what kind of speakers they are looking for. Director Brown stated that there are a broad range of topics that speakers could speak about but should be about related topics to business. Director Brown also mentioned that another goal is to make these events free to little cost. Schonberg suggested to set up a committee that is responsible for the project due to the amount of work that Community Development has. Director Brown stated that he already has partnered with the Chambers, GCC and businesses and the EDC is already the committee tasked with this project. Schonberg agrees that this is a great focus and that the speakers must be good, to keep peoples interest. Director Brown mentioned that they have already made good progress with the first two speakers and gathering over 100 people to each event.

- c. Comprehensive Plan Priorities

Director Brown would like the committee to agree and discuss the Immediate, Short and On-going projects. The first year will be the first 18 months until the end of 2015. There is also a webpage dedicated to the comprehensive plan, which is broken up into sections, on the page.

Director Brown presented the spreadsheet that they will be using to track the progress for the priority actions. He would like the committee to decide what actions they agree with.

Priority Action

- i. Continue the City's Façade Improvement Program Strategy 6.3(a): It is a state run program and the city has their own local program with funds up to \$2,500. The money is used to improve the façade of a business front. Director Brown thinks that they could start small and build the program. Director Brown indicated that he had originally applied for \$10,000 but was awarded \$2,500. Wyssling stated that this is a starting point and that they should move forward, especially in accordance to the comprehensive plan. He also noted that from year to year they can ask for more, and he is optimistic, due to the commission's positive response.
- ii. Improve the city's revolving loan program Strategy 6.3(b): In Progress
- iii. Mentoring program Strategy 6.3(c): In Progress
- iv. Business Retention Program Strategy 6.3(d): In Progress. Wyssling noted that he has made progress and has 3 appointments scheduled with different businesses.
- v. Economic Development Toolkit Strategy 6.3(e): Complete on Website.
- vi. Develop Training Vocational Programs to Fill Workforce Needs Strategy 6.4. Brown indicated that this relies more heavily on the College but the EDC will be the main partner.
- vii. Market the Community through the City Website and other Media Outlets Strategy 6.6(a). Brown stated that he has already started that and that the City Commission has already budgeted \$5,000 for that project. Schonberg mentioned that this is the first task that needs to be accomplished and that we should consult with Mr. Bob Jacquart.

- viii. Develop a Local Hospitality Campaign Strategy 6.6(c). Brown mentioned that the City had a buy local campaign in the past. He suggested that the EDC can take it one step forward, to help education people to buy local.
- ix. Conduct a Retail and Commercial Market Study Strategy 6.6(d). Brown stated that before he goes after businesses he needs to know what the market can support. Wyssling asked whether this has already been accomplished with the Comprehensive Plan. The statistics and demographics have already been provided in the plan. Brown indicated that he needs more information to successfully accomplish the task.
- x. Brand and market the City Strategy 6.6(e)

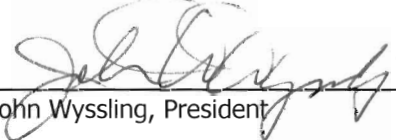
8. Project Updates:

- a. Comprehensive Plan Implementation Status
- b. Business Retention: Brown asked if anyone has had a chance to visit any businesses, only Wyssling indicated he had some appointments set up.
- c. RLF Status

9. Other Business:

10. Next Meeting: September 3, 2014 at 10:00 a.m.

11. Adjournment. **Motion** by Ruppe to adjourn at 10:45 a.m. **Second** Schonberg. **Motion Carried 6 to 0.**



John Wyssling, President



Tim Erickson
Community Development Assistant