

December 16, 1993

DOWNTOWN IRONWOOD DEVELOPMENT AUTHORITY

A rescheduled meeting of the Downtown Ironwood Development Authority was held on the above date, 12:00 Noon, Towne House Motor Inn, Ironwood, Michigan.

1. Call to Order.

Vice Chairman Johnson called the meeting to order at 12:10 P.M.

2. Recording of the Roll.

PRESENT: Butler, Forslund, Isakson, Kinnunen, Lorenson and Vice Chairman Johnson. (Newman arrived at 12:25 P.M.)

ABSENT: Murphy and Bergquist.

OTHERS

PRESENT: Chamber Director William Andresen.

3. Consider approval of the November 18, 1993 meeting minutes.

Motion by Kinnunen, supported by Forslund. CARRIED. To approve the November 18, 1993 Minutes as presented.

Member Butler complimented Secretary Ziemann on the accuracy of her minutes.

4. Consider establishing Committee to review DIDA Purpose/Goals/Vision Statement.

William Andresen noted that there has been many studies completed on improving the Downtown and there are many good ideas in these documents. The DIDA needs to select a few good projects (highly visible ones) and get something accomplished. A project statement needs to be prepared outlining such items as what the project will consist of, how it will get done, who pays, etc. He also suggested that a 3 - 5 year plan be presented. Mr. Andresen requested that a sub-committee be formed to review the Downtown Plan and come back to the full Authority with suggestions.

Mr. Andresen handed out an article on "What is the Main Street Approach?" The DIDA has to be concerned about more than just downtown physical improvements, but also needs to concentrate on organization, promotion, design and economic restructuring.

A sub committee was formed with the following (it was noted by Mr. Andresen that member Murphy indicated interest in volunteering at the last DIDA meeting): William Andresen, and DIDA members Lorenson, Forslund, Bergquist and Murphy.

The use of billboards for advertising was briefly discussed and how important good signage can be for a business or a location such as "a downtown". Better signage needs to be developed directing visitors to the Downtown and advertising what it has to offer.

Member Newman arrived at 12:25 P.M.

5. Update on contracting out C-2 District Snow Removal (DIDA as a Facilitator).

It was the consensus of the Authority that snow removal is not the roll of the DIDA. Although snow removal has always been a concern in the Downtown, they believe Mr. Andresen should be devoting his time on more important projects.

Mr. Andresen informed the DIDA that he did meet with City Staff (City Manager Bailey, Public Safety Director Johnson, Assessor Johnson, Code Enforcement Officer Rigoni, and Street Superintendent Trier) on the snow removal issue. The conclusion of this meeting was that over the next year the City owned parking lots will be monitored to see what occurs with Downtown tenant parking and that the street/sidewalk snow removal will remain as is. The City is doing everything feasibly possible to remove the snow in a timely manner. He did inform the DIDA that on Monday, December 20, Mark Ruppe will be demonstrating a new piece of equipment to remove snow from sidewalks and curbs. He encouraged the members to be present for this demonstration.

6. Other Business.

Mr. Andresen asked whether the DIDA would be interested in sending out a Newsletter to promote and educate people on the Downtown as well as informing them on the accomplishments and activities of the DIDA. How often the Newsletter would be mailed out would depend on the amount of activity (approximately 150 occupants in the C-2 District). Mr. Andresen believes he could begin this project around February.

Motion by Lorenson, supported by Butler. CARRIED. To authorize Mr. Andresen to begin developing a Newsletter on promoting the Downtown and on the events, activities and accomplishments of the DIDA to be mailed out at his discretion.

It was briefly discussed how much activity could be supported by the DIDA in relation to their funding. However, it was noted that the DIDA has to begin looking at how they can earn money to go along with their 2 mill levy.

7. Adjournment.

Motion by Butler, supported by Forslund. CARRIED. To adjourn this meeting at 12:45 P.M.

  
JANE ZIEMANN, SECRETARY