



213 S. Marquette St. Ironwood, MI 49938
Memorial Building, Conference Room #1, 2nd Floor

Downtown Ironwood Development Authority Meeting Agenda

1. Call to Order
2. Recording of the Roll
3. Approval of the May 23, 2013 Meeting Minutes
4. Approval of the Agenda
5. Citizens wishing to address the Board on Items on the Agenda (Three-Minute Limit)
6. Citizens wishing to address the Board on Items not on the Agenda (Three-Minute Limit)
7. Financial Report
8. Items for Discussion and Consideration
 - a. Public Comments/Questions
 - b. Main Street Program follow-up (Lee-Ann)
 - c. Temporary Follower Basket Watering
 - d. Slide Conversion
9. Project Updates
 - a. 2013 Goals
10. Other Business
11. Next Meeting: July 25, 2013
12. Adjournment



**Proceedings of the Downtown Ironwood Development Authority
Thursday May 23, 2013**

A regular meeting of the Downtown Ironwood Development Authority was held on Thursday, May 23, 2013 at 8:00 A.M. in Conference Room #1, 2nd Floor, Memorial Building, Ironwood, Michigan.

1. Call to Order:

Chair Williams called the meeting to order at 8:00 A.M.

2. Recording of the Roll:

MEMBER	PRESENT		EXCUSED	NOT EXCUSED
	YES	NO		
Williams, Tom, Chair	X			
Corcoran, Kim	X			
Garske, Lea-ann	X			
Johnston, Gail	X			
Peterson, Larry		X		X
Schwartz, Becky		X	X	
Smith-Furgason, Eva	X			Arrived 8:05
Tippett, Rick	X			
Erickson, Tim	X			
	7	2	Quorum	

Also present: Community Development Director Michael J. D. Brown, City of Ironwood Manager Scott Erickson, and Paul Linn, Finance Director. Guest Rich Duncanson was in the audience. Steve Frank and Jim Albert were also in the audience.

3. Approval of Minutes:

Motion by Corcoran to accept the meeting minutes from the Meeting on April 25, 2013.
Second by Johnson. **Motion Carried 6 to 0.**

4. Approval of the Agenda:

Item 7 has been deleted.

Motion by Corcoran approve the Agenda. **Second** by Johnston. **Motion carried 6 to 0.**

5. Citizens wishing to address the Committee on Items on the Agenda (Three-Minute Limit):

None

6. Citizens wishing to address the Committee on Items not on the Agenda (Three-Minutes Limit):

Steve Frank: This is the fifth and final year of the blueprint. There is only one current member of the DIDA that was on the DIDA back then. Have all of you read the Blueprint? I have two questions today. (1) When there were cost overruns on the building and all the downtown improvements, how much has the DIDA kicked in on the overruns? You have some \$12,000 in the bank. Have you kicked in money for the projects instead of just asking the City of Ironwood, which then took money away from Parks and Recreation?

(2) Reading the Blueprint under code compliance it states that the City of Ironwood is restructuring its code enforcement system in an effort to see more active removal of blight in the City of Ironwood. This is very important to protect community health and safety. Therefore the City of Ironwood should diligently enforce all codes in the downtown area by aggressively contacting and working with all owners whose property is not up to code. Offer owners incentives and where the above does not result in code compliance, resort to ticketing and fining the involved property owners. My question is after 5 years of the blueprint, who has been contacted in the downtown? What are the results? And, who has been ticketed for failure to comply. Thank you.

Chair Williams thanked Mr. Frank for his comments.

7. Farmer's Market. Rich Duncanson was introduced.

He wishes to bring a farmer's market to Ironwood. He has just moved here. He and his family just moved here from Minnesota and they want to start a farmer's market and would like the City of Ironwood's support. He understands that Hurley has a farmers market, but hears it is inconsistent. Mr. Duncanson is trying to organize people that would be receptive to get the logistics down to start this market. His vision for now might be one day a week, maybe in a limited capacity this year, because of the construction on the Park, but maybe next year with more dates. Mr. Duncanson believes that there would be a lot of community members that they might want to sell, jams, jellies, crocheted goods, eggs, etc. There really isn't anything in this area. This would be a great opportunity for the City.

Williams asked: Is there a group interested in doing this? Mr. Duncanson wants to seek the City of Ironwood's approval of this first before finding members. Mr. Duncanson indicated that he would like to aim for mid-August to September.

Director Brown indicated that Mr. Duncanson came and visited with him a few days ago about this item. Possibly we can move forward on this by winter and get items into place for next year. Director Brown thanked Mr. Duncanson for coming in.

Eva Smith-Furgason arrived 8:05.

8. Financial Report:

Paul Linn stated the DIDA is in overall in good financial shape.

Motion by Johnston to accept the financials as presented. **Second** by Williams. **Motion carried 7 to 0.**

9. Items for Discussion and Consideration:

a. Public Comments/Questions

Director Brown: We have had questions/comments from Mr. Frank last month, and have received two Service Requests from Mr. Jim Albert regarding DIDA. What I want to talk about and get direction from the DIDA is how do you want these comments and questions answered? Some may require our City of Ironwood Attorney to look more into depth on these questions. Do you want to see the responses, do you want them to come back to you or do you want the Staff to respond directly to the individual?

Williams commented that to the extent that staff can handle them would be most efficient. Williams would like to see responses put into the Agendas.

Director Brown said that if the attorney must be involved, the DIDA will have to pay for this. If this is the case what would the DIDA like to do? Williams indicated that if this must involve the attorney this should be brought back to the Committee for action.

No further action at this time.

b. Pocket Park Shoveling

Director Brown: Jim Gregory has requested an additional \$50 for snow shoveling due to the late season. He has put in a written invoice to the DIDA for an additional \$50.

Motion by Garske to approve the invoice for \$50.00 from Jim Gregory for additional snow shoveling for April and May 2013. **Second** by Johnston. **Motion Carried 7 to 0.**

c. Main Street and Certified Local Government Programs.

Director Brown went to a workshop in Marquette on the Main Street Program. It was very informative. The first section was an introduction by the State representative on what was involved and how it works. The second portion included the two cities that have implemented, Calumet and Iron Mountain gave testimonials on their programs and the benefits they have received. These comments gave Director Brown ideas on what we can do and accomplish. Google Michigan Main Street program. (www.michiganmainstreet.org).

The program benefits: It's free and no cost to the City that participates. The one big requirement is that you must hire a full-time main street coordinator. This doesn't need to be done the first year, but as you progress, you must hire this full-time manager to be on staff with both salary and benefits.

The program has 3 different levels – the first is an introductory level to allow communities to participate for one year and understand the program. You could do this for a couple of years if you aren't comfortable after the first year. Not many benefits are available at this level other than basic training and learning how to do it. Third Year technical assistance from the MSDHA State office is allowed. The Select program can provide technical assistance; engineering for the drawings for main street. They will do studies on your downtown main street. The numbers they used for City of Ironwood commitment from the State would be about \$100,000.00 if all

facets of the program are used. The Committee can look into this program and see if it is something that the city could use.

Some of Director Brown's ideas, how do we draw people to downtown? Depot Park is an attraction – what are the attractions? Open space in the park from the DAP. Larry Peterson could do his walking program and show off assets of the downtown.

A draw back would be travelling to the lower part of the state, so there would be costs associated with this to the DIDA, rooming, food, travel.

Calumet created a main street, non-profit group – not associated with the City of Calumet. They fund raise. They have a lot of volunteers for subcommittees. They pay their manager with these donated funds.

In Iron Mountain, their DIDA acts as their Main Street. They have assets, TIF moneys. They also receive some money from the City directly and they also fund raise with the help of volunteers.

Smith-Furgason thought we should concentrate on the Blue Print Program and finish it and then really work on it. Director Brown stated that the blue print program was tailored for our community. The Main Street program gives you more tools and guidance on how to move through your blue print plan and compliments the main street program.

Motion by Garske to investigate this program further by contacting other communities and then will bring back to this committee. **Second by** Smith-Furgason. **Motion Carried 7 to 0.**

The Certified Local Government program which is a MISDA program which helps with city-owned or non-profit properties that are owned downtown. They have about \$100,000 which is appropriated to CLG's through the National Park Service. There are a number of requirements and hoops to jump through.

Garske: We have to have a historical business district, which we don't have. What kind of work is involved in getting the historical district set up unless this is done?

Director Brown said the historic preservation group has a template which can be used. This would not apply to private business owners. There is a woman with the state who can assist us with this process.

Motion by Garske that we apply for a CLG Grant and bring this to the City of Ironwood Commission and if approved, apply. **Second by** Smith-Furgason. **Motion Carried 7 to 0.**

- d. Façade Grant: Director Brown stated that his office is getting letters out to interested owners on the façade grant which have shown interest in the past. The owners will need to do some work for these grants. Once the requested information is submitted Jen Tucker will come to Ironwood and then explain the program in depth. After that, Jen Tucker will go out and look at the businesses who continue to have interest. There are almost 30 people on the waiting list. The first to be contacted will be the owners who have been on the wait list the last couple of years.

Smith Furgason asked how the program has changed from years ago. Director Brown stated there is a match of either 50 or 75%. Then this depends on whether this is a historic building or

not. Director Brown stated that the owner has to have a cash flow to pay for some of these items up front, and then be reimbursed by the State.

No further action needed at this time by the DIDA.

- e. Adopt a Tree: The City of Ironwood has a number of trees downtown. Director Brown would like to have the group go out and talk to downtown businesses about watering, feeding, trimming and letting the DIDA know if there is a problem with the tree they have adopted. Smith-Furgason would like the Master Gardeners drop off instructions on how to care for the trees.

Director Brown feels a personal visit by the DIDA to go and talk to the businesses about this would put a name with a face, and if the owner agrees, this would show more pride in the Downtown. Smith Furgason would adopt the tree in front of her store. Director Brown will contact Lynn at the Master Gardeners and get some guidelines from her. Next meeting we can discuss this and then get out and visit the business owners.

No further action needed at this time by the DIDA.

- f. Farmer's Market: Director Brown is excited about having a farmer's market and that Mr. Duncanson wants to do this. Gail Johnston has a presentation that was done years ago and could send it to Director Brown for review. The Commission would have to look at days, hours and times. Mr. Duncanson would like to have a market possibly in August or September or both. Will there be fees to be looked at? Will this be cutting into the brick and mortar shops?

Johnston asked if there will be revenue stream generated. Where will this money go? This would be answered by the City of Ironwood Commission to discuss and answer.

Director Brown stated that he could ask the City of Ironwood Commission if these fees could go back to the DIDA.

Smith-Furgason – what about licenses? Director Brown said there is a transient license, about \$100. The fee is not required for vegetables, just manual goods such as crocheted items, handicrafts. Possibly a one- time fee versus a per-visit fee would be considered.

Smith-Furgason wants to know if this transient fee is being charged at the Festival of Ironwood and other farmer's markets in the area. Director Brown will work on the logistical aspects of getting this up and going. **Motion** by Johnston to recommend to the City of Ironwood Commission to establish a farmers market and set guidelines and a fee structure. **Second** by Garske. **Motion carried 7 to 0.**

- g. Depot Park Sod: Garske has been doing research on sod versus fill, topsoil and seed at the Depot Park. She is afraid the grass is not going to get established prior to Festival Ironwood. Garske looked at what it would take to place sod and contacted a gentleman. Because it is a civic program, it normally would be \$1.65/sy and he'll give it to us for \$1.35/sy delivered. She contacted a number of groups to ask for donations (it's \$1600.00). She would like to ask the DIDA to give at least \$1000.00 as it is our project. She said the Kiwanis, Rotary and Festival Ironwood would offer volunteers to help install the sod. She has asked the City of Ironwood for the water for the project. There would be a credit in the bid item because the seed will be taken out.

Motion by Tippet to spend up to \$1,000 for sod as a donation to the Depot Park Construction.
Second by Johnston. Motion Carried 7 to 0.

- h. DIDA Meeting Schedule: Corcoran indicated that she has not been to meetings due to her work schedule. She asked if the DIDA meeting day could be changed, or should she appoint Rick Semo as her representative in her stead? Short discussion was had and Corcoran said she would appoint Rick Semo to attend the DIDA meetings.

No further action required at this time.

10. Project Updates:

- a. 2013 Goals: Director Brown ran down the list of items on the 2013 Goal List and their status.
- b. Flower Basket Donations: Ass't. Coon presented the number of donations and amounts received at this time. She indicated that it is time for the thank you letters to start being sent out. She can type the letters and give the list to a member of the DIDA for delivery. Coon also said that letters for donation for the baskets have been sent to all of the service groups in town.

Garske will take the letters and list and get the thank you letters delivered.

- c. Director Brown indicated that the City of Manistique paid a compliment that they really like our Business page on the web and they want to model their site after ours.
- d. Williams requested a letter be sent to him for the donation.

11. Other Business: None.

12. Next Meeting: June 27, 2013

13. Adjournment at 9:47 a.m.

Respectfully Submitted

Thomas Williams, Chair

Kim M. Coon, Community Development Assistant

COMPARATIVE BALANCE SHEET

MAY

Page: 1
6/20/2013
2:03 pm

City Of Ironwood

As of: 5/31/2013

CY Balances

PY Balances

Year-Over-Year

Fund Type: 21 Enterprise Funds

Fund: 899 - DOWNTOWN DEVELOPMENT AUTHORITY

Assets

002.000 CASH IN BANK	13,549.58	10,664.73	2,884.85
020.000 TAXES RECEIVABLE-REAL-CURRENT	218.32	2,622.20	-2,403.88
028.000 TAXES RECEIVABLE-DQ PER PROP	524.11	311.74	212.37

Total Assets	<u>14,292.01</u>	<u>13,598.67</u>	<u>693.34</u>
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Liabilities

279.000 DEFERRED REVENUE	984.57	962.80	21.77
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Total Liabilities	<u>984.57</u>	<u>962.80</u>	<u>21.77</u>
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Reserves/Balances

390.000 Fund Balance	9,632.71	8,470.82	1,161.89
398.000 CHANGE IN FUND BALANCE	3,674.73	4,111.57	-436.84

Total Reserves/Balances	<u>13,307.44</u>	<u>12,582.39</u>	<u>725.05</u>
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Total Liabilities & Balances	<u>14,292.01</u>	<u>13,545.19</u>	<u>746.82</u>
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INCOME STATEMENT

MAY

Page: 1

6/20/2013

2:03 pm

City Of Ironwood

YEAR: THROUGH MAY

YTD Amd. Bud.

YTD Actual

Fund: 899 - DOWNTOWN DEVELOPMENT AUTHORITY		
Revenues		
Dept: 000.000		
403.000 CURRENT PROPERTY TAXES	11,500.00	10,829.94
675.000 CONTRIBUTIONS AND DONATION	<u>500.00</u>	<u>1,790.00</u>
Dept: 000.000	<u>12,000.00</u>	<u>12,619.94</u>
Revenues	12,000.00	12,619.94
Expenditures		
Dept: 735.000 DOWNTOWN DEVELOPMENT		
702.000 SALARIES AND WAGES	1,600.00	0.00
715.000 SOCIAL SECURITY	130.00	0.00
718.000 RETIREMENT	320.00	0.00
727.000 OFFICE SUPPLIES	100.00	18.44
728.000 OPERATING SUPPLIES	2,000.00	1,946.06
730.000 POSTAGE	200.00	103.96
801.000 CONTRACTUAL SERVICES	4,000.00	3,925.00
802.000 PROFESSIONAL SERVICES	100.00	0.00
851.000 ADVERTISING AND PROMOTION	270.00	0.00
910.000 INSURANCE AND BONDS	3,000.00	2,923.80
917.000 WORKERS COMPENSATION	30.00	23.65
940.000 RENTALS OTHER	<u>250.00</u>	<u>4.30</u>
DOWNTOWN DEVELOPMENT	<u>12,000.00</u>	<u>8,945.21</u>
Expenditures	12,000.00	8,945.21
Net Effect for Fund DOWNTOWN DEVELOPMENT AUTHORITY	<u>0.00</u>	<u>3,674.73</u>
Grand Total Net Effect:	0.00	3,674.73

REVENUE/EXPENDITURE REPORT
MAY

City Of Ironwood
For the Period: 5/1/2013 to 5/31/2013

Page: 1
6/20/2013
2:04 pm

	Original Bud.	Amended Bud.	MTD Actual	CURR MTH	Encumb. YTD	UnencBal	% Bud
Fund: 899 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept: 000.000							
403.000 CURRENT PROPERTY TAXES							
05/28/2013 GJ RECORD MONTHLY DEFERRED TAXES			984.54				REJE01
CURRENT PROPERTY TAXES	0.00	0.00	984.54	984.54	0.00	-984.54	0.0
675.000 CONTRIBUTIONS AND DONATION							
05/13/2013 CR Rod From: DIDA FLOWERS Ref ID:			240.00	Drawer:DRWRL Type:DIDAR			146059
05/15/2013 CR Rod From: DIDA FLOWERS Ref ID:			385.00	Drawer:DRWRL Type:DIDAR			146225
05/30/2013 CR Rod From: Ref ID:			260.00	Drawer:DRWR1 Type:DIDXS			60312
CONTRIBUTIONS AND DONATION	0.00	0.00	885.00	885.00	0.00	-885.00	0.0
Dept: 000.000	0.00	0.00	1,869.54	1,869.54	0.00	-1,869.54	0.0
Revenues							
	0.00	0.00	1,869.54	1,869.54	0.00	-1,869.54	0.0
Expenditures							
Dept: 735.000 DOWNTOWN DEVELOPMENT							
601.000 CONTRACTUAL SERVICES							
05/31/2013 AP GREGORY, JAMES// ADDITIONAL SNOW REMOVALAPR&MAY			50.00	INV#:			63301
CONTRACTUAL SERVICES	0.00	0.00	50.00	50.00	0.00	-50.00	0.0
910.000 INSURANCE AND BONDS							
05/28/2013 GJ REC MONTHLY LIABILITY INSURANCE			265.80				
INSURANCE AND BONDS	0.00	0.00	265.80	265.80	0.00	-265.80	0.0
917.000 WORKERS COMPENSATION							
05/28/2013 GJ REC MONTHLY WORKERS COMP INS			2.15				REJE43
WORKERS COMPENSATION	0.00	0.00	2.15	2.15	0.00	-2.15	0.0
DOWNTOWN DEVELOPMENT	0.00	0.00	317.95	317.95	0.00	-317.95	0.0
Expenditures							
	0.00	0.00	317.95	317.95	0.00	-317.95	0.0
Net Effect for DOWNTOWN DEVELOPMENT AUTHORITY							
Change in Fund Balance:	0.00	0.00	1,551.59	1,551.59	0.00	-1,551.59	



MEMO

To: Chair Williams and the Downtown Ironwood Development Authority Members

From: Michael J. D. Brown, Community Development Director

Date: June 20, 2013

Meeting Date: June 27, 2013

Re: Response to Jim Albert's Questions of April 26, 2013

Per the DIDA's direction below are answers to Mr. Albert's questions of April 26, 2013 for your review. This review has been undertaken by City staff only and therefore **has not** been reviewed by the City attorney. If a further detailed legal review is desired a motion to that effect is required from the DIDA. The excerpts indicated below are from Public Act 197 of 1975.

Question 1:

How can the City legally collect a special "DIDA" tax when it doesn't even have a legally established TIF District?

Staff Response:

125.1661 Financing activities of authority; disposition of money received by authority; municipal obligations. Sec. 11. (1) The activities of the authority shall be financed from 1 or more of the following sources:
(b) Proceeds of a tax imposed pursuant to section 12.

125.1662 Ad valorem tax; borrowing in anticipation of collection.

Sec. 12. (1) An authority with the approval of the municipal governing body may levy an ad valorem tax on the real and tangible personal property not exempt by law and as finally equalized in the downtown district. The tax shall not be more than 1 mill if the downtown district is in a municipality having a population of 1,000,000 or more, or not more than 2 mills if the downtown district is in a municipality having a population of less than 1,000,000. The tax shall be collected by the municipality creating the authority levying the tax. The municipality shall collect the tax at the same time and in the same manner as it collects its other ad valorem taxes. The tax shall be paid to the treasurer of the authority and credited to the general fund of the authority for purposes of the authority.

Question 2:

Even if the DIDA was a legal entity by the laws of MI, how is it that a specially defined segment of the population can be singled out and assessed such a specific tax?

Staff Response:

125.1662 Ad valorem tax; borrowing in anticipation of collection.

Sec. 12. (1) An authority with the approval of the municipal governing body may levy an ad valorem tax on the real and tangible personal property not exempt by law and as finally equalized in the downtown district. The tax shall not be more than 1 mill if the downtown district is in a municipality having a population of 1,000,000 or more, or not more than 2 mills if the downtown district is in a municipality having a population of less than 1,000,000. The tax shall be collected by the municipality creating the authority levying the tax. The municipality shall collect the tax at the same time and in the same manner as it collects its other ad valorem taxes. The tax shall be paid to the treasurer of the authority and credited to the general fund of the authority for purposes of the authority.

Question 3:

Why is the DIDA's budget part of the City's budget?

Staff Response:

125.1678 Budget; cost of handling and auditing funds.

Sec. 28. (1) The director of the authority shall prepare and submit for the approval of the board a budget for the operation of the authority for the ensuing fiscal year. The budget shall be prepared in the manner and contain the information required of municipal departments. Before the budget may be adopted by the board, it shall be approved by the governing body of the municipality. Funds of the municipality shall not be included in the budget of the authority except those funds authorized in this act or by the governing body of the municipality. (2) The governing body of the municipality may assess a reasonable pro rata share of the funds for the cost of handling and auditing the funds against the funds of the authority, other than those committed, which cost shall be paid annually by the board pursuant to an appropriate item in its budget.

Question 4:

Why is the City's Financial Director in charge of DIDA funds?

Staff Response:

125.1655 Director, acting director, treasurer, secretary, legal counsel, and other personnel.

(2) The board may employ and fix the compensation of a treasurer, who shall keep the financial records of the authority and who, together with the director, shall approve all vouchers for the expenditure of funds of the authority.

Question 5:

How is it legal for the City to be controlling the DIDA's decision-making process; their finances; their directorship; etc. DDA's are supposed to be autonomous. They are also supposed to be independent from City government.

Staff Response:

125.1655 Director, acting director, treasurer, secretary, legal counsel, and other personnel.

Sec. 5. (1) The board may employ and fix the compensation of a director, subject to the approval of the governing body of the municipality. The director shall serve at the pleasure of the board...Subject to the approval of the board, the director shall supervise, and be responsible for, the preparation of plans and the performance of the functions of the authority in the manner authorized by this act. The director shall attend the meetings of the board, and shall render to the board and to the governing body of the municipality a regular report covering the activities and financial condition of the authority...The director shall furnish the board with information or reports governing the operation of the authority as the board requires.



MEMO

To: Chair Williams and the Downtown Ironwood Development Authority Members

From: Michael J. D. Brown, Community Development Director

Date: June 20, 2013

Meeting Date: June 27, 2013

Re: Response to Steve Frank's Questions of April 25, 2013

Per the DIDA's direction below are answers to Mr. Franks's questions of April 25, 2013 for your review. This review has been undertaken by City staff only and therefore **has not** been reviewed by the City attorney. If a further detailed legal review is desired a motion to that effect is required from the DIDA.

Question 1:

How do you justify failing to implement the Blueprint Plan? I've read through the DIDA's 2013 goals and think that these items should have been taken care of in the earlier years after the Blueprint was passed.

Staff Response:

The following table is from the Blueprint report to the State which indicates a number of items that have been accomplished and on its way to being accomplished:

Work Items & Projects	Done**	Partially Done	Still to Do
DIDA adopts Downtown Blueprint as enhancement guide	✓		
DIDA assume lead role in Downtown Blueprint implementation	✓		
City formally adopts Blueprint as Downtown plan	✓		
City's Community Development Director staffs DIDA	✓		
Downtown Merchants Association formed; plays marketing role		✓	
Seek volunteers from Next Generation organization			✓
Recreate the Downtown TIF District			✓
Document results via Benchmarks & provide to MSHDA	✓		
Remove Downtown litter	✓		
Augment way finding system	✓		
Enhance downtown entrances – lighting, signage		✓	
Expand Depot Park		✓	
Erect on-street parking signs	✓		
Erect directional signs to public parking lots	✓		
Mark spaces in public parking lots	✓		
Plan for public art placements	✓		
Prepare/Promote Incentive Toolkit for new "Top List" businesses	✓		
Enforce codes in the Downtown more diligently		✓	
Encourage/Assist more Downtown housing		✓	
Promote City's pro-business role		✓	
Maintain friendly police presence in the Downtown	✓		
Create incentives and support for existing businesses – signs, hours		✓	
Create/Seek Top List businesses in Downtown Blueprint			✓
Enhance snow removal efforts (per Blueprint)		✓	

Conduct story placement initiatives (per Blueprint)			✓
Target cultural and eco-tourists		✓	
Create Downtown lure brochure & distribute	✓		
Help create new Downtown events		✓	
Enhance Downtown's presence on the Internet		✓	
Provide input on specific implementation items of Phase 1-4 grants and complete construction	✓		
Establish consistent sign design theme in the Downtown			✓
Fill every storefront in the Focus Block			✓
Revamp flowers, plantings		✓	

In addition there are other items that have been accomplished (see attached list of highlighted items). However, there are only so many resources available to accomplish the goals and objectives set in the plan. Furthermore, plans are fluid and can change as well as priorities set during annual goal setting sessions.

Question 2:

Why wasn't the DIDA consulted about the Depot Park changes? The project is 36% over estimate. The city manager indicated that this is standard business. There was an emergency meeting of Parks and Recreation about this; why weren't you asked for your recommendations? The City of Ironwood Commission took no action on this on Monday night.

Staff Response:

The DIDA was consulted on this.

Question 3:

Four years after the blueprint was adopted, what is the net change in the number of downtown businesses and the number of people employed? Not the numbers reported to the state, but the net change since the blueprint was adopted.

Staff Response:

The numbers reported to the State in the Blueprint report are the numbers available.

Question 4:

What is the net change in value of downtown property? I've noticed that tax revenue is down. Is that because property values have decreased or is it because property owners haven't paid their taxes?

Staff Response:

The values have had a gradual decrease over the past few years (8,510,430 in 2012 to 7,932,830 in 2013). The taxable value has risen in the same time frame from 6,111,440 to 6,164,400.

Question 5:

How many businesses are for sale in downtown?

Staff Response:

Unknown at this time. Staff is working with the Ironwood Economic Development Corporation to identify buildings and land for sale in the community in order to advertise those buildings and properties for sale on the State of Michigan's Economic Development Corporation Zoom Prospector Site/Building Selector website.

Question 6:

The \$30,000 Blueprint plan adopted in May 2009 states that the City of Ironwood should make the maximum possible effort to remove the snow, including snow banks, quickly and much more aggressively after each event. Owners must clear their business sidewalks of snow immediately after a snow event, and if they don't, the City of Ironwood should aggressively seek out and fine the Owners.

- i. Has the City of Ironwood made the maximum effort to remove the snow? Are you aware that snow was piled in the handicap spaces on the McLeod lot? Have you done anything to lobby for increased funding for snow removal? Do you know which homeowners are habitual offenders for not shoveling sidewalks? Have habitual homeowners' been fined? Has the City of Ironwood

shovel their sidewalks around city-owned property? Has the City of Ironwood instructed the City of Ironwood Manager or Code Enforcement officer, to prioritize enforcing the snow shoveling ordinance? Has the City reviewed the enforcement codes for written instructions on how the shoveling should be done, for example, depth, width?

- ii. When placing trees and light posts, do you think about the effect of snow removal?
- iii. Are you aware that most access to sidewalks this winter were too narrow to allow wheelchair access?

Staff Response:

The City works with the Michigan Department of Transportation (MDOT) out of Crystal Falls, MI and gets snow removal permission from them prior to removing snow downtown. Property owners in designaged C-2 District are required to keep sidewalks clear per City ordinance.

Physical Improvements – Public

The following improvements should be made to Downtown's public spaces in order to make Downtown as appealing and comfortable as possible.

1. Streetscape

Downtown's streetscape should be augmented with the following enhancements and amenities.

- Additional flowers should be placed throughout the Downtown focus area, with particular emphasis at Depot Park and the Pocket Park.
- Benches and year-round trash receptacles should be added to the Downtown focus area. Ideally, these would be black, metal, and "historic" in style.
- Customized, seasonal banners should be placed on Aurora and Suffolk. These should be used to link Downtown Ironwood with Downtown Hurley. And, if possible, the banners should be produced using local talent.
- Downtown's street lights should be examined to ensure that they are coming on and going off at appropriate hours and that all are doing so consistently.

2. Litter Control

To retain and strengthen it's image as a wholesome, family-oriented area, Downtown must be litter-free at all times. This should be accomplished by:

- The City providing an adequate number of on-street trash receptacles;
- Having the DIDA summer part-time maintenance person pick up litter as part of their maintenance duties;
- Business owners sweeping their entries and walks – and picking up any litter that appears in front of their shops – on a daily basis; and
- Ensuring that business trash is containerized properly.

3. Wayfinding Signs

A wayfinding sign system, which leads motorists to Downtown and its major attractions, has been created in Ironwood. The community should be commended for this important and progressive effort. Now, the time has come to augment the wayfinding system in the following manner.

Existing wayfinding signs should be made more effective by:

- Making them visually consistent, so that they more easily catch the motorist's eye;
- Revamping existing wooden signs so that they all direct motorists to "Downtown," as opposed to "Town Center" or "Business District;"
- Freshening, landscaping, and lighting the current wooden wayfinding signs; and
- Using the same colors and fonts on all wayfinding signs.

The current wayfinding sign system should be expanded by producing and erecting:

- Directional signs to Downtown that are placed on US-2 farther from Douglas Boulevard – both east and west;
- A landscaped and lighted "Welcome to Historic Downtown Ironwood" sign near the intersection of Frederick and Douglas at Depot Park; and
- A landscaped and lighted sign at the intersection of Aurora Street and McLeod Avenue, which points motorists to Downtown Ironwood.

4. Entrance to Downtown

The most heavily traveled entrance into Downtown Ironwood is currently Douglas Boulevard from US-2. It is very important that this Downtown entryway give motorists a good first impression of Downtown and the community. Therefore, to ensure that this is the case, a concerted effort must be made to have all signs of blight eliminated in the area of Douglas, Frederick, and Suffolk. This should be accomplished by, first, the City working cooperatively with property owners in this

area, offering all incentives and assistance available to remove blight. If this approach does not yield the desired results, the City should then address the issue through code enforcement.

5. Park Expansion

The City of Ironwood would like to connect Depot Park and neighboring Kuitanen Park by vacating Frederick from Suffolk to Lowell. It is understood that doing so would likely require acquiring a small piece of property now owned by the railroad. It is hoped that the railroad cooperates with the City – and that the City is able to move forward with this project – since doing so would create a Downtown "town square" that can be more effectively used as a community gathering space and for special events.

6. Parking

It appears that, for the most part, the number of parking spaces in Downtown Ironwood is sufficient to meet daily demand. However, the following improvements should be made to increase the availability and convenience of that parking.

On-Street Parking – Downtown's on-street parking spaces should be made more usable by:

- Urging Downtown employers and employees to practice "self-policing" by not parking in on-street spaces in the heart of Downtown, but parking in lots and in on-street spaces at the periphery of Downtown instead – so that prime on-street spaces can be made more available to Downtown's customers and clients;
- If this "self-policing" is not successful, then the City should enforce the current two-hour on-street parking limit by recording tags and targeting repeat offenders;
- Due to snow, "no parking" areas and handicap spaces should be designated by the use of signs, rather than by painting curbs;
- Due to snow, on-street parking spaces should not be striped – instead, motorists should be allowed to find their own limits, which will most likely result in more cars being parked per block.

Off-Street Parking – Downtown's public parking lots should be made more usable by:

- Erecting signs that direct motorists to these lots; and
- Delineating parking spaces in these lots – since not doing so would result in chaos.

In addition, if at all possible, the City should create additional off-street, public parking adjacent to the Memorial Building – since the demand for parking in this area appears to exceed the number of public parking spaces currently available.

7. Public Art

During sessions held to define this Downtown Blueprint, there was a strong desire voiced by the community for featuring public art in Downtown. This should be done in the following manner.

Hiawatha – The 50 foot tall, 18,000-pound statue of Hiawatha – "The World's Largest and Tallest Native American" – which was erected in 1954, is one of Ironwood's most beautiful and imposing icons. However, the statue is not now as highly visible, or having as great an impact, as it could be. To make Hiawatha more visible, increase its impact, and enable it to act as a Downtown beacon, consideration should be given to moving the statue – if feasible – to a highly visible Downtown location, such as Depot Park.

Sculpture – Sculpture should be added to Downtown at the following public spaces:

- The Downtown Pocket Park;
- The anticipated future public parking lot adjacent to the Memorial Building, recommended above; and
- Depot Park – if it is not feasible to move Hiawatha to this location, then consideration should be given to creating another large sculpture for this space.

Sculpture placed in Downtown should be of high quality and should reflect the history, character, and image of Downtown and the community.

Murals – It is understood that there is interest locally in creating murals on the sides of buildings in Downtown Ironwood. This idea has been borrowed from nearby Downtown Ashland, Wisconsin. Due to the number, size, and detailed depictions of its murals, Downtown Ashland has become known throughout the region for this form of public art. As a result, it could be said that Downtown Ashland has "staked its claim" to this particular form of Downtown attraction. Therefore, care should be taken to ensure that all public art created in Downtown Ironwood is equally original, unique to Ironwood, and can act as a one-of-a-kind attraction for Downtown.

Physical Improvements – Private

The following actions should be taken to stimulate reinvestment in Downtown's privately owned buildings.

1. New Incentives

The following new incentives should be created to assist and motivate private property owners in upgrading their Downtown real estate.

- A 50-50 matching grant program should be created to improve the facades of Downtown buildings – and to improve/create business signs, if possible. This grant program should be created with newly sought funds or by reprogramming funds already available. Consideration should be given to setting the maximum available grant amount at \$7,500 per facade. In order to receive a matching grant, applicants should be required to use the design guidelines recommended below.
- Design guidelines should be created for Downtown by using the U.S. Secretary of the Interior's Standards for Rehabilitation as a minimum. The Downtown design guidelines should spell out the "do's and don'ts" of rehabilitating Downtown structures and should include illustrations so that they are easy for property owners to understand and use.
- A 50-50 matching grant program should be created to assist owners in making interior building improvements, if funds can be obtained. To do so, consideration should be given to using the City's revolving loan fund. Consideration should be given to setting the maximum interior grant amount at \$2,500 to \$5,000 per building interior.

2. Incentive Tool Kit *on website*
A one-page, easy to understand listing of all incentives available in Downtown should be created and distributed. This "Incentive Tool Kit" should include:

- The matching facade grant program;
- The matching interior improvement grant program;
- Applicable resources available through MSHQA;
- Applicable resources available through MEDC; and
- Historic tax credits available through the State of Michigan and at the Federal level.

To promote the use of all available incentives:

- The Incentive Tool Kit should be handed out door-to-door in Downtown;
- Downtown absentes property owners should be contacted and informed of the incentives;
- A town meeting should be held to inform area-wide investors of the incentives; and
- Promotion of the incentives should be immediate and aggressive.

3. Code Compliance

The City of Ironwood is currently restructuring its code enforcement system in an effort to see more active removal of blighting influences in the community – and in Downtown. This is very important to protect community health and safety. Therefore, the City should diligently enforce all codes in Downtown by:

- Aggressively contacting and working with all owners whose property is not up to codes;
- Offering those owners all available incentives; and
- Where the above does result in code compliance, resorting to ticketing and fining the involved property owners.

4. Demonstration Building

The DIDA has shown interest in acquiring, rehabbing, and reselling a vacant Downtown building, as a means of demonstrating that abandoned Downtown buildings can be improved and returned to productive use.

HyetPalma would urge the DIDA to consider incentivizing the private sector to take on such initiatives – by creating and marketing the incentives recommended in this document. However, if the DIDA determines that there is a need for it to “prime the pump” with a demonstration project, then HyetPalma would recommend that:

- The DIDA select one vacant Downtown building as a model.
- The building selected should be in the target block recommended earlier.
- The DIDA should ensure that the building’s façade is rehabbed in accordance with the U.S. Secretary of the Interior’s Standards for Rehabilitation;
- The DIDA should ensure that the building meets all City codes when the rehab is completed;
- The DIDA should resell the completed structure and get it back on the tax rolls as quickly as possible; and
- Ideally, the DIDA should sell the structure to the owner of a successful business – who will be a business owner/occupant of the structure.

HyetPalma believes it is incumbent upon the firm to urge the DIDA to travel down this path with extreme caution, since:

- The DIDA should not be in – or unexpectedly find itself in – the business of owning or holding Downtown real estate for the long-term;
- The DIDA has very limited resources at this time and – as can be seen in this **Downtown Blueprint** – there are many projects which need to be implemented in Downtown; and

- Downtown Ironwood is not in desperate shape economically – and care should be taken not to inadvertently send the message that it is, to the investment community.

5. Housing

The DIDA and the City should encourage all owners of multi-story Downtown buildings to create quality, upper story housing in those structures. This should include:

- A range of units that are attractive and affordable for all income groups;
- Affordable as well as market-rate apartments; and
- Only apartments of quality, regardless of the rental rates involved.

Business Development

The following actions should be taken to strengthen Downtown’s current businesses, broaden Downtown’s business mix in a manner that complements its existing business base, and make Downtown more of a destination.

1. Pro-Business Government

Currently, the City staff makes a significant effort to assist applicants who submit plans that need to be revised in order to receive permits. This is an exemplary demonstration of the City’s pro-business attitude, for which it should be commended. To stimulate further Downtown investment, the fact that this posture exists at City Hall should be promoted.

2. Library Expansion

The City’s Downtown library is a significant anchor. Therefore:

- **The library should NEVER be moved from Downtown;**
- The Carnegie building – in which the library is located – should NEVER be lost through disinvestment; and
- Funds should be sought to restore and expand the library in its current location and building – as the library has planned – through a community effort.

3. Public Safety

Downtown is and is viewed as being very safe at this time. Therefore, the City Police Department should continue providing “friendly” police presence in Downtown through foot patrols, bike patrols, vehicle patrols, and evening door shakes.

In addition, the following public safety measures should be taken:

- Additional, strategically placed surveillance cameras should be installed in Downtown – with visible signs announcing their presence – to discourage petty vandalism; and
- A ladder truck should be obtained to ensure adequate fire protection for Downtown and for the City’s taller buildings.

4. Snow Removal

The removal of snow in Downtown is now a joint effort between the City (which cleans streets and also snow banks, as time permits) and Downtown property owners (who are responsible for clearing sidewalks). Since there is a degree of dissatisfaction locally with the effectiveness of this system, it is suggested that:

- **The City should make the maximum effort possible to remove snow, including banks, quickly and much more aggressively after each snow event;**
- **Owners must clear the sidewalks in front of their property after each snow event; and**
- When owners do not clear snow in a timely manner, the City should be aggressive in having that sidewalk snow removed – and should charge and fine owners for doing so.

5. Business Hours

Downtown’s business hours must be made convenient for area residents and tourists, if they will not be able to increase their profitability. Therefore:

- Every Downtown business owner should adjust their hours so that they are open “market-driven hours” – meaning each business would be open during the times that are most convenient for that business’s customers;
- Downtown convenience and impulse-oriented businesses should be open a full-day on Saturdays; and
- Those same types of businesses should consider being open one late night a week, on a year-round basis – as a group.

6. Outdoor Seating

All existing establishments located in Downtown should provide outdoor seating for their customers during pleasant weather. And, owners should give serious thought to using heaters, which can greatly extend the outdoor seating season in cooler climates.

7. Business Signs

The City should allow projecting business signs in Downtown, as well as flush mounted signs. Appropriate business sign size, materials, and location should be addressed in the design guidelines mentioned above.

8. Restrooms for the Public

The public should be afforded the convenience of restroom use while in Downtown by making it widely known to area residents and tourists that restrooms are available at Downtown’s library, Depot Park, and Memorial Building. And, Downtown business owners should allow – and even encourage – public use of restrooms in their shops, since doing so has often been found to spur sales.

If the decision is made to create public restrooms, this should be done with extreme caution, since such facilities have been found to create tremendous maintenance, security, and cost issues.

9. Incubator

There is some interest locally in creating a Downtown incubator, which would offer lower costs to start-up business tenants and then “spin out” those businesses when they reach a certain level of success. While well-intended as this idea might be, it is not an initiative HyetPalma would recommend at this time.

- Incubators tend to require long-term public subsidies, rather than being self-sustaining;
- Incubators are meant to assist and attract start-up businesses – which have the highest rate of failure of all businesses; and
- Downtown rents appear to be in a range that would be reasonable for most businesses to afford. In fact, buildings are so reasonably priced in Downtown Ironwood at this time that building ownership could be as attractive as renting building space for many new business owners.

10. Top Business List

Following is a listing of the business types which should be sought within the immediate future for Downtown Ironwood:

- Restaurants with entertainment;
- Art galleries, art-related businesses, and classes that teach art;
- Casual apparel;
- Coffee house;
- Sporting goods;
- Optical products;
- Gifts; and
- Florist.

11. Full Business List

Following is the full listing of types of businesses and uses appropriate for Downtown Ironwood.

Prepared Food

- Moderate Priced Restaurants;
- Sandwich Shops;
- Bistros;
- Coffee Houses;
- Delic;
- Bakeries;
- Candy/Ice Cream/Yogurt Shops;
- Pubs/Taverns – with Atmosphere/Operation Welcoming to Families; and
- Ethnic Foods – i.e., Italian, Greek, French, Chinese, Mexican, Thai, etc.

Food for Home

- Groceries;
- Green/Organic Grocer;
- Health Foods; and
- Meat/Fish Market.

Entertainment

- Live Theater; and
- Entertainment in Restaurants – i.e., piano player, guitarist, emcee combos, dancing, etc.

Specialty Retail

- Antiques;
- Appliances;
- Art Galleries, Framing, Crafts, and Supplies;
- Books and Periodicals;
- Camera and Photo Supplies;
- Casual Apparel and Accessories;
- Computers and Software;
- Florist;
- Gifts;
- Hardware;
- Home Decorating Products and Design Services;
- Music (Recorded and Sheet) and Musical Instruments;
- Office/Book Supplies;
- Optical Products;
- Radio/TV/Electronics and Supplies;
- Sewing Supplies;
- Shoes, Dress and Casual;
- Variety Store;

- Sporting Goods
- Stationery and Cards
- Toys, Games and Crafts
- Traditional and Costume Jewelry and
- Wall Coverings and Paint

Convenience Retail/Select Support Services

- Auto/Home Supply
- Barber Shops
- Beauty Shops
- Book
- Dance Studio
- Dry Cleaners/Tailor Shops
- Pharmacy
- Physical Fitness Facility
- Shoe Repair/Shine and
- Video Rental

Offices

- Accounting, Auditing, Bookkeeping
- Advertising
- Child Care Services
- Commercial Banks
- Computer and Data Processing
- Credit Reporting and Collection
- Credit Unions
- Dentists Offices and Clinics
- Doctors Offices and Clinics
- Engineering, Architectural Services
- Fire, Marine Casualty Insurance
- General Government
- Health and Allied Services
- Home Health Care Services
- Individual and Family Services
- Legal Services
- Library
- Life Insurance
- Management and Public Relations
- Medical Services and Health Insurance
- National Security
- Newspapers and Other Media Outlets
- Passenger Transportation Arrangement
- Personal Supply Services
- Photographic Studios
- Post Office

- Print Shops
- Public Order and Safety
- Real Estate Agents and Managers
- Residential Care
- Savings Institutions
- Security Brokers and Dealers
- Subdividers and Developers
- Tax Services and
- Title Abstract and Insurance Offices

Hoarding and Other Uses

- Housing above first floor uses
- Housing as in-fill on redeveloped lots, underutilized lots, and surface parking lots
- Museums and
- Churches in buildings designed as churches, not storefronts

12. Internal Business Recruitment

Owners of successful businesses in Downtown Ironwood should be encouraged and assisted in all ways possible to re-orient, expand, contract, open new doors, or otherwise take advantage of all market opportunities identified for Downtown Ironwood before new outside investors are sought. This form of business creation is known as "internal business creation." This form of business development is very cost-effective. And, since the owners of successful businesses in Downtown Ironwood are known in the marketplace and know the marketplace, their chances of succeeding with a new venture will likely be much greater than a start-up venture undertaken by an out-of-Downtown investor.

13. External Business Recruitment

This is the traditional form of older commercial district business attraction, characterized by seeking business prospects from outside Downtown Ironwood to open an additional store or relocate their current business to Downtown Ironwood.

When existing Downtown Ironwood business owners do not desire to take advantage of new Downtown business opportunities, then the City's Community Development Director, working with Downtown Ironwood property owners, should aggressively seek appropriate business prospects – of the types recommended in this Downtown Blueprint – for Downtown Ironwood, when space is about to become available. Prospecting for businesses should be undertaken throughout Michigan's Upper Peninsula, northwestern Wisconsin, and beyond if deemed necessary.

Marketing

The following marketing campaign should be implemented to attract greater numbers of regional residents and tourists to Downtown Ironwood.

1. Story Placement

Working with area media – print and electronic – to spread the word about Downtown and its enhancement is one of the most effective ways to gain and pick the attention of potential customers and investors. Therefore, an initiative should be created to:

- Develop a list of all major media located throughout the region;
- Establish a contact person at each;
- Develop a professional rapport with each contact;
- Provide each contact person information about Downtown, the enhancement effort, and successes/changes realized – whether that be by issuing press releases, suggesting story ideas, writing stories, holding news conferences, etc.;
- Invite contacts to visit Downtown and hosting them when they do; and
- Assign an individual to be responsible for conducting the story placement effort on a regular and on-going basis.

2. Tourists

Due to its amenities, history, and location, Downtown Ironwood and the region have great potential to attract and appeal to heritage cultural tourists and eco-tourists. Therefore, these two segments of the hospitality industry should be targeted as part of all efforts to market Downtown and the Western Upper Peninsula.

3. Brochure

In addition to the literature now in place to market Ironwood and the region, a glossy "tune brochure" should be created for Downtown. This should be done by the DIDA working with the Western Upper Peninsula Convention and Visitors Bureau.

Rather than promoting individual businesses, the Downtown brochure should promote Downtown as a whole. The brochure should position and tout Downtown as being a unique, historic, wholesome destination where the entire family can enjoy a day or a weekend.

The Downtown brochure should be professionally designed and of high quality in all respects – paper, text, graphics, overall design, etc.

The Downtown brochure should be widely distributed by placing it at area-wide welcome centers (including those in Michigan, nearby Wisconsin, and nearby Minnesota), gas stations, lodging facilities, and any other locations that regional visitors and residents frequent in large numbers.

At a minimum, the Downtown brochure should also be placed at:

- Gogebic Community College;
- The Transportation Center;
- The Pocket Park;
- The Depot;
- The Historic Ironwood Theater;
- The Library;
- The Post Office;
- The Memorial Building;
- The Civic Center;
- The Western Upper Peninsula CVS;
- The Fairgrounds;
- Businesses located along US-2;
- The County Courthouse;
- Gathering places located in Hurley, Bessemer, and Wakarusa;
- The airports in Duluth and Wausau; and
- Gathering places in Ashland.

Finally, attempts should be made to distribute the brochure to outdoor sports enthusiasts and eco-tourists visiting the region, such as those in snowmobile clubs, ski resort guests, lake-goers, RV-ers, etc.

4. Tourism Literature

All tourism-related literature – whether produced by the Ironwood Area Chamber of Commerce or the Western UP CVB – should highlight Downtown Ironwood as a historic, wholesome, family fun destination that is not to be missed.

5. Events

Currently, three special events are held in Downtown Ironwood. These are Festival Ironwood, the Jack Frost Festival, and Straussfest. All three of these events should continue to be held in Downtown – rather than in venues outside of Downtown – so that Downtown functions as the community's gathering place.

In addition, the following events should occur in Downtown on an annual basis:

- A summer "Concerts in the Park" series that is held once a week, from June to September, in either the Pocket Park or Depot Park;
- A "Movies in Downtown" series held at least once a month by showing movies on the side of a Downtown building; and
- A farmers market, held once a week, within the Downtown target area – and for which the venue might be no more elaborate than a Downtown street or parking lot.

6. Billboards

A good number of Downtown businesses currently have billboards located on US-2. And, the owners of those businesses seem to be pleased with the effectiveness of this form of advertising. Therefore, consideration should be given to placing two billboards on US-2 that market Downtown as a whole. These should be placed to the east and to the west of Ironwood. The billboards should market Downtown as a whole and stress its appealing image and the unique experience one can enjoy there.

7. Web

Downtown should be more fully marketed by using the Internet. This should include:

- Creating a Downtown Ironwood page on the City, the Chamber, and the CVB Web sites.

- Creating a DIDA Web site – that is "externally oriented", meaning it is used to promote Downtown to the buying/investing public; and
- Establishing a presence for Downtown on social networking sites, such as Facebook and Twitter.



MEMO

To: Chair Williams and DIDA Members

From: Michael J. D. Brown, Community Development Director

Date: June 20, 2013

Meeting Date: June 27, 2013

Re: Slide Conversion

Staff has investigated the possibility of converting the slides pictures of the downtown the DIDA were given to digital images. The most cost effective option is to utilize Walgreen's. There are approximately 420 slides that could be digitized and put on a DVD for an estimated cost of \$250. Is the DIDA interested in pursuing this option?

DOWNTOWN IRONWOOD DEVELOPMENT AUTHORITY

GOALS – 2013

Project Drives in RED / Status In BLUE

1. Expand on existing work in Downtown infrastructure (6 votes): **Tom, Lee-Ann, Status** – Applied for DIG in Dec 2012, not awarded. Working with MEDC and Local Businesses on Façade Grant.
2. Depot Park Completion (6 votes): **Tom, Lee-Ann, Status** – Near completion
3. Marketing of Downtown; better communication with/other organizations (ie., Chamber/brochure/promotional video(CGI Communications). (6 votes) **Gail, Becky, Eva, Kim C., Tim.** Status – CGI Communications creating promotional video for City Website, staff and Chamber working on marketing material
4. Business tool box. (3 votes) **Eva Status** – Tool Box started on Business Website Page
5. Expand / add Downtown events. (1 vote) **Tim, Rick.** Status – No Action
6. Work with Owners regarding unsafe structures and buildings. (1 vote) **Rick.** Status – On Going
7. Signage on highway entrance. (1 vote) **Eva.** Status – No Action
8. Funds to renovate Depot Building: **Lee-Ann.** Status – No Action
9. Walking tour. **Larry.** Status – No Action
10. Working with property owners with regards to blight (garbage and weeds). **Rick.** Status – On Going
11. List of new businesses and out of business businesses. **Staff.** Status – On Going
12. Tax Increment Finance (TIF): **Lee-Ann.** Status – Researching existing status