



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

### *Economic Development Corporation Meeting Agenda*

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1. Call to Order
2. Recording of the Roll
3. Approval of the Minutes of February 5, 2014
4. Approval of the Agenda
5. Citizens wishing to address the Corporation regarding Items on the Agenda (Three-minute limit)
6. Citizens wishing to address the Corporation regarding items not on Agenda Items (Three-minute limit)
7. Items for Discussion and Consideration
  - a. Comprehensive Plan
  - b. Business Retention Program
  - c. Going out of business ordinance: keep, modify or delete
  - d. Mentorship Program Update
8. Other Business
9. Next Meeting: June 4, 2014
10. Adjournment



**Proceedings of the Economic Development Corporation Meeting  
Wednesday February 5, 2014**

A Regular Meeting of the Economic Development Corporation was held on Wednesday, February 5, 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	X	
Peterson, Jim		X	X	
Ramme, Dave	X			
Ruppe, Mark		X	x	
Schneller, Tom	X			
Schonberg, Bob	X			
Wyssling, John	X			
<b>Quorum</b>	<b>6</b>	<b>3</b>	<b>Quorum</b>	

3. Approval of the January 8, 2014 Meeting Minutes:

**Motion** by Cayer to accept the meeting minutes of January 8, 2014. **Second** by Lemke. **Motion Carried 6 to 0.**

4. Approval of the Agenda:

**Motion** by Cayer to accept the Agenda. **Second** by Schneller. **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. Community Profile. Director Brown explained the purpose of the Community Profile and received positive responses about it. Director Brown stated that Chris Whitburn of Charter Media was unable to

attend this meeting of the EDC however, he will be at the March meeting. The EDC members recommended that Director Brown go ahead and utilize this document, also stating that it is a work in progress and can/will be changed as needed.

- b. City Zoom Website: Director Brown explained that the new City of Ironwood website is up and running. Director Brown showed the EDC the various tabs under the Business listing, including the link to the Michigan site for listing industrial/commercial buildings for sale. Discussion ensued. The members thanked Director Brown for his hard work in getting the website up and running and suggest that maybe the tax records could be pulled to verify information on the properties for sale. Director Brown indicated that he would double-check the information to the best of our ability and get it to the State for inclusion onto the listings.
- c. Joint Governmental Meeting: Director Brown explained that a number of people had asked for a Joint Governmental meetings. It will be held on March 31, 2014 in the Cafeteria at Gogebic Community College. Director Brown said he'd like all to attend.

8. Other Business:

Member Schneller stated there will be a leadership/motivational speaker at the College on April 6, 2014 at 6:30 p.m. Schneller will send Director Brown information to discern to other committees.

Schneller commented on the website that a needs to have a 'business' page, listing the businesses around town. Director Brown indicated that this is in the plans for future updates to the website.

9. Next Meeting: March 5, 2014.

10. Adjournment. **Motion** by Schneller to adjourn. **Second** by Shonberg. **Motion Carried 6 to 0** at 8:22 a.m.

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John Wyssling, President

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Kim M. Coon  
Community Development Assistant



## MEMO

**To:** Downtown Ironwood Development Authority, Ironwood Economic Development Corporation and Ironwood Industrial Development Corporation

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

**Date:** May 2014

**Re:** Ironwood Business Retention Program

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Many communities focus economic development activities on attracting new businesses; albeit important, another component of economic development is retention of existing businesses, as they already have an invested interest in the community and can be a more cost effective effort than trying to attract new businesses. In order to retain businesses a program needs to be established. This concept comes from my experience, observations I've made within the community and recommendations that are being made as part of the comprehensive plan process currently underway.

The comprehensive plan has established Spark Plans (see attached) that assist with specific action items such as a business retention program. While the comprehensive plan is not complete yet, by using current concepts, strategies and the proposed Spark Plan as a guide, the following is the start of a business retention program for Ironwood. There are additional goals staff believes the program should achieve that may not be identified in the Spark Plan and this program may not follow the Spark Plan to every detail. As any program, it will be evaluated, monitored and modified as necessary to achieve the desired outcomes.

The Spark Plan tries to answer the "what, why, who and how" of any proposed program. The Spark Plan provides more details, but essentially the goal of a business retention program is to learn more about our local businesses to see if there are ways we can assist them in being successful in Ironwood.

A large component of this program is the support and participation by you. Staff is not able to carry out this program alone and as part of each of your respective groups you will take an active role in the business retention program so that you can continue to be an advocate for the City of Ironwood and its business community and be a positive voice for the City. There are three components to this program which are outlined below.

I have broken the City up into Economic Development Zones and each member has their own geographic location they are responsible for. These maps, along with additional documents you will use, will be distributed during your upcoming meetings in May.

1. Existing Businesses

- A. Meetings should be held with existing businesses to learn about the business. Currently, the

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Chamber Director and I have been holding business retention visits. However, we are not able to meet with all businesses on a regular basis due to lack of resources, that's where you come in. You should schedule a meeting with each business in your zone every 12 months; depending on the type of business, you may be able to just stop in unannounced and talk with the owner or manager. The idea is to have a candid conversation about the business. I will provide you with a list of questions and topics at the meeting to help facilitate the meeting and discussion. This information will assist the City with identifying potential programs and additional assistance it may offer local businesses and build positive public relations. A concept discussed in the comprehensive plan is Economic Gardening, which is an approach to economic development that seeks to grow the local economy from within by promoting local entrepreneurship and small business development by promoting existing business services to other businesses in the community. By companies answering the questions we ask, we may be able to connect them with a company that provides services or product they need right here in the City thereby keeping the business local and saving time and money and helping to grow local businesses.

- B. I will continue to perform business visits, however, with your assistance, more regular meetings can take place. If you find you are having difficulties meeting with each business let me know so that we can determine a better strategy or find additional assistance from other members. Some zones have more businesses than others and therefore may require more time. A good start would be one visit per week until you have met with all businesses in your zone.
- C. Once you have conducted your visits you can turn your data into me. Community Development staff will track and record the data you receive in order to measure the success of the program.

## 2. New/Existing Businesses

- A. There may be businesses that are new in town that the City isn't aware of because they haven't submitted a business license application; there may also be existing businesses that haven't had a chance to submit their business license application. Therefore, **quarterly** you should drive around your zone and identify these businesses (new and existing), welcome them to the City and have them fill out the business license application and then schedule a meeting as described above.
- B. Once you have these forms filled out turn them into me. There is an application fee; however, you do not need to collect that, you are only responsible for gathering the information. The City Clerk's office is responsible for collecting the fee. The information is important for tracking economic development success through the various programs that will be implemented as part of the comprehensive plan and aid in additional assistance through State, Federal or private programs.

## 3. Available Properties and Buildings

- A. The Michigan Economic Development Corporation (MEDC) is providing the City of Ironwood an amazing site selection resource at no cost. Michigan's interactive property database, powered by GIS Planning, the Commercial Board of Realtors (CBOR) and the Commercial Alliance of Realtors, West Michigan (CARWM), contains over 20,000 commercial. It provides Michigan commercial realtors, economic development professionals, and national site selectors with property, demographic, and labor force information. The state-of-the-art mapping component produces customized maps and reports using the most up to date information within the application. The program has the ability to give the City of Ironwood a strong advantage in making sites and buildings available to anyone with an internet connection. Furthermore, the program provides another channel to get the word out about available properties. Coupled with the GIS-enhanced search features, the program is an easy way to extend the reach of commercial site selection advertising to a larger scale, while providing site selectors with an

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inclusive look into the property and community in which people are looking at investing in.

B. The following Site Selector program is on the City's website at the following location <http://cityofironwood.org/Business/Available%20Properties.html>. Staff works with the realtors in the area to update this database; however, for sites and buildings that aren't being marketed by a realtor are more difficult to identify. That's where you come in. During your **quarterly** drive, you should identify properties and buildings that are for lease or sale that are not currently on our list and gather the necessary information.

I want to thank you in advance for your cooperation and participation in this program. I have spoken with the chair of each group and they have given full support for this program and effort. Each month we will check in at our meetings to see how the program is progressing.

**Ironwood, Michigan, Code of Ordinances >> PART II - CODE OF ORDINANCES >> Chapter 23 - SALES  
>> ARTICLE II. - GOING-OUT-OF-BUSINESS SALES >> DIVISION 1. GENERALLY >>**

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**DIVISION 1. GENERALLY**

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Sec. 23-26. Definitions.

Sec. 23-27. Compliance with statutory or judicial authority; assignment for benefit of creditors.

Sec. 23-28. Exceptions.

Secs. 23-29—23-45. Reserved.

**Sec. 23-26. Definitions.**

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Going-out-of-business sale* means any sale, whether described by such name or by any other name such as, but not limited to, "closing out sales," "liquidation sales," "lost our lease sale," "forced to vacate sale," held in such a manner as to indicate a belief that, upon disposal of the stock of goods on hand, the business will cease and discontinue at the premises where the sale is conducted.

*Goods* means all goods, wares, merchandise and other personal property except choses in action and money.

*Removal sale* means any sale held in such a manner as to induce a belief that, upon disposal of the stock of goods on hand, the business will cease and discontinue at the premises where the sale is conducted and thereafter will be moved to and occupy another location.

*Cross reference*— *Definitions and rules of construction generally, § 1-2.*

*State law reference*— *Similar definitions, MCL 442.211, MSA 19.401(1).*

**Sec. 23-27. Compliance with statutory or judicial authority; assignment for benefit of creditors.**

No person shall advertise or otherwise represent for sale or sell any goods as a bankruptcy, executor's, administrator's, receiver's or trustee's sale except pursuant to and in compliance with federal or state statutory authority or judicial process or as an assignee's or insolvent sale except where there is a bona fide assignment for the benefit of creditors.

*State law reference*— *Similar provisions, MCL 442.215, MSA 19.401(5).*

**Sec. 23-28. Exceptions.**

- (a) The provisions of this article shall not apply to sheriffs, constables or other public or court officers or to any other person acting under the license, direction or authority of any court, state or federal, selling goods, wares or merchandise in the course of their official duties.
- (b)

This article shall not apply to any sales by a person regularly engaged in insurance or salvage sales of goods or the sale of goods which have been damaged by fire, smoke, water or otherwise who acquired the goods for the account of others as a result of fire or other casualty.

(Code 1975, § 7.121)

**State law reference**— *Similar provisions, MCL 442.225, MSA 19.401(15).*

**Secs. 23-29—23-45. Reserved.**

**Ironwood, Michigan, Code of Ordinances >> PART II - CODE OF ORDINANCES >> Chapter 23 - SALES  
>> ARTICLE II. - GOING-OUT-OF-BUSINESS SALES >> DIVISION 2. LICENSE >>**

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**DIVISION 2. LICENSE <sup>[3]</sup>**

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Sec. 23-46. Required.

Sec. 23-47. Application.

Sec. 23-48. Fee.

Sec. 23-49. Issuance.

Sec. 23-50. Duration; application for renewal.

Sec. 23-51. Display of license and inventory; advertisements.

Sec. 23-52. Endorsement of application and records of city clerk.

Sec. 23-53. Scope; effect of removal of goods.

Sec. 23-54. Ordering goods before applying for license.

Sec. 23-55. Effect of additions to inventory.

**Sec. 23-46. Required.**

No person shall advertise, represent or hold out that any sale of goods is an insurance, bankruptcy, mortgage, insolvent, assignee's, executor's, administrator's, receiver's, trustee's, removal or going out of business sale or sale of goods damaged by fire, smoke, water or otherwise unless the person first obtains a license to conduct the sale from the city clerk.

*(Code 1975, § 7.121)*

*State law reference— Similar provisions, MCL 442.212, MSA 19.401(2).*

**Sec. 23-47. Application.**

Any applicant for a license under this division shall file an application in writing and under oath with the city clerk setting out the following facts and information regarding such a proposed sale:

- (1) The name and address of the applicant for the license who must be the owner of the goods to be sold and, in addition, if the applicant is a partnership, corporation, firm or association, the name and the position of the individual filing such application;
- (2) The name and style in which such sale is to be conducted and the address where the sale is to be conducted;
- (3) The dates and period of time during which the sale is to be conducted;
- (4) The name and address of the person who will be in charge and responsible for the conduct of the sale;
- (5) A full explanation with regard to the condition or necessity which is the occasion for the sale, including a statement of the descriptive name of the sale and the reasons why the name is truthfully descriptive of the sale. If the application is for a license to conduct a going out of business sale, it shall also contain a statement that the business will be discontinued at the premises where the sale is to be conducted upon termination of the sale. If the application is for a license to conduct a removal sale, it

- shall also contain a statement that the business will be discontinued at the premises where the sale is to be conducted upon termination of the sale, in addition to the location of the premises to which the business is to be moved. If the application is for a license to conduct a sale of goods damaged by fire, smoke, water or otherwise, it shall also contain a statement as to the time, location and cause of the damage;
- (6) A full, detailed and complete inventory of the goods that are to be sold which shall:
- a. Itemize the goods to be sold and contain sufficient information concerning each item, including make and brand name, if any, to clearly identify it;
  - b. List separately any goods which were purchased during a sixty-day period immediately prior to the date of making application for the license;
  - c. Show the cost price of each item in the inventory together with the name and address of the seller of the items to the applicant, the date of the purchase, the date of the delivery of each item to the applicant and the total value of the inventory at cost;
  - d. In no case exceed two hundred (200) percent of the total value of merchandise upon which personal property tax was paid by the applicant or the applicant's predecessor as evidenced by a copy of the last personal property tax receipt issued;
- (7) A statement that no goods will be added to the inventory after the application is made or during the sale and that the inventory contains no goods received on consignment.

(Code 1975, § 7.122)

*State law reference— Similar provisions, MCL 442.213, MSA 19.401(3).*

#### **Sec. 23-48. Fee.**

Any applicant for a license required by this division shall submit to the city clerk with the application a license fee as prescribed by resolution of the city commission.

(Code 1975, § 7.123)

#### **Sec. 23-49. Issuance.**

- (a) The city clerk, upon receipt of an application giving fully and completely the information under oath as required by this division and upon receipt of the fee provided for in this division, may issue a license to the applicant authorizing the applicant to advertise, represent and sell the particular goods so inventoried at the time and place stated in the application and in true accordance with the provisions of this article. The license shall be issued in duplicate and shall bear a number and date of its expiration. A license issued under this article shall be granted and valid only for the sale of the inventoried goods which are the property of the licensee. The license shall apply only to the premises specified in the application, and it may not be transferred or assigned. If a licensee under this article is engaged in business in other locations, advertising or offering of goods on behalf of such location shall not represent or imply any participation in or cooperation with the sale on the premises specified in the license, nor shall any advertising or other offering of goods on behalf of the premises where the licensed sale is being conducted represent or imply any participation in or cooperation with such sale at other locations. No license under this article shall be issued to any person:

(1)

To conduct a sale in the trade name or style of a person in whose goods the applicant for the license has acquired a right or title thereto within six (6) months prior to the time of making application for such a license;

- (2) To continue a sale in the name of a licensee under this article in whose goods such person acquired a right or title while such a sale is in progress;
  - (3) To conduct a sale other than an insurance sale, a salvage sale or a sale of damaged goods on the same premises within one (1) year from the conclusion of a prior sale of the nature covered by this article.
- (b) Subsections (a)(1)—(3) of this section shall not apply to any person who has acquired a right, title or interest in goods as an heir, devisee or legatee or pursuant to an order or process of a court of competent jurisdiction.

(Code 1975, § 7.124)

*State law reference*— Similar provisions, MCL 442.214, MSA 19.401(4).

### **Sec. 23-50. Duration; application for renewal.**

- (a) A license to conduct a sale issued pursuant to this division shall not be issued or valid for a period of more than thirty (30) days from the start of the sale, and the sale may be conducted only during the period set forth in the license.
- (b) The license may be renewed not more than twice for a period not to exceed thirty (30) days for each renewal upon affidavit of the licensee that the goods listed in the inventory have not been disposed of and that no new goods have been or will be added to the inventory previously filed pursuant to this article by purchase, acquisition on consignment or otherwise. The application for renewal of the license shall be made not more than thirteen (13) days prior to the time of the expiration of the license and shall contain a new inventory of goods remaining on hand at the time the application for renewal is made, which new inventory shall be prepared and furnished in the same manner and form as the original inventory. No renewal shall be granted if any goods have been added to the stock listed in the inventory since the date of the issuance of the license.

*State law reference*— Similar provisions, MCL 442.216, MSA 19.401(6).

### **Sec. 23-51. Display of license and inventory; advertisements.**

A copy of the application for a license to conduct a sale under this article, including the inventory filed pursuant to this article, shall be posted in a conspicuous place in the sales room or place where the inventoried goods are to be sold, so that the public may be informed of the facts relating to the goods before purchasing same, but the copy need not show the purchase price of the goods. The duplicate copy of a license shall be attached to the front door of the premises where the sale is conducted in such a manner that it is clearly visible from the street. Any advertisement or announcement published in connection with the sale shall conspicuously show on its face the number of license and the date of its expiration.

(Code 1975, § 7.125)

*State law reference*— Similar provisions, MCL 442.217, MSA 19.401(7).

### **Sec. 23-52. Endorsement of application and records of city clerk.**

The city clerk shall endorse upon the application the date of its filing, shall preserve the same as a record of the city clerk's office and shall make an abstract of the facts set forth in the application in a book kept for that purpose, properly indexed, containing the name of the person

asking such license, the nature of the proposed sale, the place where the sale is to be conducted, its duration, the inventory of the goods to be sold and a general statement as to where the goods came from and shall make in the book a notation as to the issuance or refusal of the license applied for together with the date of the issuance or refusal. The clerk shall endorse on the application the date the license is granted or refused, and the application and abstract shall be *prima facie* evidence of all statements therein contained.

*State law reference— Similar provisions, MCL 442.218, MSA 19.401(8).*

### **Sec. 23-53. Scope; effect of removal of goods.**

The license as provided for in this division shall be valid only for a sale of the goods inventoried and described in the application for such license, in the manner and at the time and place set forth in the application. Any removal of the goods so inventoried and described in the application from the place of sale mentioned in the application shall cause the goods to lose their identity as an insurance, bankrupt, mortgaged, insolvent's, assignee's, executor's, administrator's, receiver's or trustee's stock of goods or a stock of goods being removed or closed out or a stock of goods damaged by fire, smoke or water or otherwise, and no license shall be issued for the conducting of a sale of any such goods removed from the place described in the application, under the provisions of this article, at any other place or places.

*State law reference— Similar provisions, MCL 442.220, MSA 19.401(10).*

### **Sec. 23-54. Ordering goods before applying for license.**

No person in contemplation of conducting an insurance, bankrupt, mortgage, insolvent, assignee's, executor's, administrator's, receiver's, trustee's, removal or going out of business sale or a sale of goods damaged by fire, smoke, water or otherwise, under a license as provided in this division, shall order any goods for the purpose of selling and disposing of the goods at such sale. Any unusual purchase and additions to the stock of goods within sixty (60) days prior to the filing of the application for license to conduct the sale shall be presumptive evidence that the purchases and additions to stock were made in contemplation of the sale and for the purpose of selling the goods at the sale.

*State law reference— Similar provisions, MCL 442.221, MSA 19.401(11).*

### **Sec. 23-55. Effect of additions to inventory.**

No person carrying on or conducting an insurance, bankrupt, mortgage, insolvent, assignee's, executor's, administrator's, receiver's, trustee's, removal or going out of business sale or sale of goods damaged by fire, smoke, water or otherwise, under a license as provided in this division, shall add, during the continuance of the sale, any goods to the stock of goods described and inventoried in the person's original application for the license. No goods shall be sold at or during the sale excepting the goods described and inventoried in the original application. Every addition of goods to the stock of goods described and inventoried in the application and each sale of goods not inventoried and described in the application shall constitute a separate offense under this article, and shall void any license issued to conduct a sale under this article.

*State law reference— Similar provisions, MCL 442.222, MSA 19.401(12).*

FOOTNOTE(S):

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**Cross reference**— *Business licensing, Ch. 8.* [\(Back\)](#)