



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

Economic Development Corporation Meeting Agenda

1. Call to Order
2. Recording of the Roll
3. Approval of the Minutes of July 1, 2015
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. Branding Project Update
 - b. Membership Terms Expire October 31, 2015
8. Project Update
 - a. Comprehensive Plan Implementation Status
 - b. Business Retention Program
 - c. RLF Status (attached)
9. Other Business
10. Next Meeting: November 4, 2015
11. Adjournment



**Proceedings of the Economic Development Corporation Meeting
Wednesday, July 1, 2015**

A Regular Meeting of the Economic Development Corporation (EDC) was held on Wednesday, July 1, 2015 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 Wyssling called the meeting to Order at 10:00 a.m.
2. Recording of the Roll

MEMBER	Present		EXCUSED	NOT EXCUSED
	YES	NO		
Thorsen, Gina	X			
Lemke, Joseph		X		X
Korpela, Nancy	X			
Sclafani, Velda	X			
Ramme, Dave	X			
Ruppe, Mark		X	X	
Schneller, Tom		X	X	
Schonberg, Bob	X			
Wyssling, John	X			
Quorum	6	3	Quorum	

Also Present: Community Development Director Michael J. D. Brown

3. Approval of the June 1, 2015 Meeting Minutes:

Motion by Schonberg to accept the meeting minutes of June 1, 2015. **Second** by Korpela. **Motion Carried 5 to 0.**

4. Approval of the Agenda:

Motion by Thorsen to accept the Agenda. **Second** by Korpela. **Motion Carried 5 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. Branding Project Update – Director Brown opened up with an overview of the branding project with a current status update. Thorsen addressed the Corporation with excitement for the project, which she expressed the importance of marketing and branding the city and she implored the Corporation to give financially toward the project or to help find donations. Discussion followed.

Ramme arrived at 10:08 am.

The Corporation came to consensus to seek donations toward the project from local businesses. Staff will prepare an informational letter for the members to use when the members seek donations.

8. Project Updates:

- a. Comprehensive Plan Implementation Status: Director Brown gave a brief update on the regional prosperity initiative.
- b. Business Retention Program: Director Brown stated to keep directing people to him for assistance.
- c. RLF Status (attached): Director Brown gave the update on the current status.

9. Other Business: Director Brown presented the Connecting Communities Conference handout.

10. Next Meeting: August 5, 2015 at 10:00 a.m.

11. Adjournment. **Motion** by Korpela to adjourn at 10:37 a.m. **Second** by Thorsen. **Motion Carried 6 to 0.**

John Wyssling, President

Tim Erickson
Community Development Assistant

CITY OF IRONWOOD

213 S. Marquette Street
Ironwood, Michigan 49938



Telephone: (906) 932-5050
FAX: (906) 932-5745

"Live Where You Play"

The Ironwood Economic Development Corporation is seeking your help to fund branding for the City of Ironwood. The City has invested in its new comprehensive plan which has identified Branding and Marketing as a high priority and a foundational element to other economic development activities. The City has budgeted \$5,000 for branding, however additional funds are necessary to complete the project, which means that we are looking for donations. Since the comprehensive plan has been updated, much of the work required for branding has already been done, reducing much of the cost.

What will branding do for Ironwood?

1. Branding will create imagery that will allow people to know who Ironwood is and what makes us unique.
2. It is the building blocks to effective marketing.
 - a. We will be able to market our community to potential: residents, business, stakeholders, etc.
 - b. We will answer the question: Why should I locate my business in Ironwood or why should I live in Ironwood.
 - c. We will be able to do effective wayfinding to local amenities and business districts.
 - d. Our website will look professional and our literature will be consistent.
 - e. Community banners will be throughout our key corridors and businesses districts.
3. We will be able to leverage regional and state branding efforts like: Michigan's Trailhead and Pure Michigan.
4. It will allow us to compete with our neighboring communities, but it will strengthen our regional image.
5. It will create an identity and boost community pride and involvement.
6. **TALENT** - It will attract young professionals to live and work in ironwood. Millennials in particular look for and are attracted to quality and authentic marketing.
 - a. Companies can leverage the brand to attract talent.

What will the consultants deliver as a product?

1. Logo – the essential element in branding which will be used on everything the City does and has.
2. Ad lobs – imagery that will set the tone and feel for the City of Ironwood. Think of it like a full page ad.
3. Brand Standards Guide – this will direct marketing professionals and city staff on how to use the City of Ironwood "Brand". Font, colors, picture placement, graphics, how to use the brand, etc.
4. Brand Strategy or brand promise – the message that will be conveyed to stakeholders.

Thank you for donating toward future prosperity in Ironwood!

John Wyssling
IEDC President

Gina Jacquart Thorsen
IEDC Member



STORMY
KROMER

REVOLVING LOAN FUND

Status Update as of 8/27/15

	<u>Top Notch</u>	<u>Spec Bldg</u>	<u>Dr. Toohey</u>	<u>Sears</u>	<u>Black River</u>	<u>Old World Meats</u>	<u>Josephson's</u>	<u>EC</u>	<u>Total</u>
Original Loan Amount	40,000.00	300,000.00	25,000.00	30,000.00	25,000.00	30,000.00	100,000.00	60,000.00	610,000.00
Current Balance	4,762.31	300,000.00	15,847.77	10,748.23	19,160.16	18,640.17	89,279.62	41,556.53	499,994.79
Status	Default - Out of Business Notice Sent	Deferred	Current	Default - Out of Business Notice Sent	Default - Out of Business Notice Sent	Default Out of Business Seized Equipment In Process of Selling Equipment Notice Sent	Default - Out of Business Notice Sent	Default - Out of Business Seized Equipment In process of selling equipment Notice Sent	