IRONWOOD
MICHIGAN | Find Your North

213 S. Marquette St. Ironwood, MI 49938
Memorial Building, Conference Room #1, 2nd 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 October 5, 2016
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. Guest Speaker, Gary LaPlant, Director of the Community Foundation for the Upper Penninsula.
   B. Comprehensive Plan Implementation Status of Priority Action Items
      I. Strategy 6.2 Develop Business-Supportive Zoning and Regulatory Environment – All Members
      II. Strategy 6.3(b) Improve the City's Revolving Loan Fund Program – Burnett, Wyssling
      III. Strategy 6.3(c) Continue the Business Mentorship Program – Lemke, Parker, Ruppe
      IV. Strategy 6.3(d) Continue with the Business Retention Program – All Members
      V. Strategy 6.3(g&h) Develop/Continue a Business Incubator and Entrepreneurial Support Spaces – Korpela
      VI. Strategy 6.4 Develop training/vocational programs to fill workforce needs – All Members
      VII. Strategy 6.6(c) Develop a shop local/hospitality campaign – Parker, Schonberg, Thorsen
      VIII. Strategy 6.6(e) Brand and market the City – Sclafani, Thorsen
      IX. Strategy 6.7(a) Establish annual speaker series - Lemke, Parker, Ramme
8. Other Business
9. Next Meeting: December 7, 2016
10. Adjournment

Wednesday, November 2, 2016 ***10 a.m.***

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Proceedings of the Economic Development Corporation Meeting
Wednesday, October 5, 2016

A Regular Meeting of the Economic Development Corporation (EDC) was held on Wednesday, October 5, 2016 at 10:00 A.M. in the Women's Club Room, 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

	Present			
MEMBER	**YES**	**NO**	**EXCUSED**	**NOT EXCUSED**
Thorsen, Gina	X			
Lemke, Joseph		X		X
Korpela, Nancy	X			
Sclafani, Velda	X			
Ramme, Dave		X		X
Ruppe, Mark	X			
Schneller, Tom		X		X
Schonberg, Bob		X		X
Wyssling, John	X			
Gary Burnett	X			
Jon Parker		X		X
Quorum	**6**	**5**	**Quorum**	

Also Present: Community Development Assistant Tim Erickson

3. Approval of the September 7, 2016 Meeting Minutes:

   Motion by Thorsen to accept the September 7, 2016 Meeting Minutes. **Second** by Korpela. **Motion Carried 5 to 0.**

4. Approval of the Agenda

   Motion by Burnett to accept the Agenda. **Second** by Sclafani. **Motion Carried 5 to 0.**

5. Citizens wishing to address the Corporation regarding Items on the Agenda (Three-minute limit): None.

6. Citizens wishing to address the Corporation regarding items Not on the Agenda (Three-minute limit): None.

7. Items for Discussion and Consideration: Erickson discussed the action items below.

    A. Comprehensive Plan Implementation Status of Priority Action Items:
        I. Strategy 6.2 Develop Business-Supportive Zoning and Regulatory Environment – All Members
            1. Erickson stated that the zoning ordinance update will commence as soon as the new director has been hired.
        II. Strategy 6.3(b) Improve the City's Revolving Loan Fund Program – Burnett, Wyssling
            1. Wyssling stated that the group hasn't moved forward yet and discussed ways to tie into the endowment funds available to the County.

            Ruppe arrived at 10:08 a.m.

        III. Strategy 6.3(c) Continue the Business Mentorship Program – Lemke, Parker, Ruppe, Schneller
            1. Erickson stated that things haven't changed since the last meeting.
        IV. Strategy 6.3(d) Continue with the Business Retention Program – All Members
            1. Ruppe stated that he visited with Tractor Supply. Korpela talked about a few business spaces that are available downtown.
        V. Strategy 6.3(g & h) Develop/Continue a Business Incubator and Entrepreneurial Support Spaces – Korpela
            1. Korpela stated that the draft spark plan has been completed.
        VI. Strategy 6.4 Develop training/vocational programs to fill workforce needs – All Members
            1. Erickson stated that Parker and Schonberg have been working with Gogebic Community College (GCC).
        VII. Strategy 6.6(c) Develop a shop local/hospitality campaign – Parker, Schonberg, Thorsen
            1. Thorsen stated that she was in a few meetings for the holiday shop local campaign and talked about a few changes to the program.
        VIII. Strategy 6.6(e) Brand and market the City – Sclafani, Thorsen
            1. Thorsen stated that the group met to create a 1 year plan and a 5 year plan, to be presented at the next meeting.
        IX. Strategy 6.7(a) Establish annual speaker series - Lemke, Parker, Ramme, Schneller
            1. Erickson stated that he will be in contact with GCC but hadn't heard if it was happening this year.

8. Other Business: Wyssling and Erickson stated that a few small businesses are moving into the community and discussed the importance to be able to provide endowment grant funding for small start up businesses.

9. Next Meeting: November 2, 2016 at 10:00 a.m.

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

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John Wyssling, President

_____

Tim Erickson, Community Development Assistant

MAKE YOUR OWN SPARK PLAN:

Non-Profit Business Incubator

Do you have a spark inside you? An idea that could help achieve Ironwood's vision and goals? Fill out this blank Spark Plan to describe the 'What, Why, Who, How, and Where" of your brilliant idea!

What is it?

A plan to start up and maintain a non-profit regional business incubator.

Where do you do it?

Western UP of MI, Gogebic, Ontonagon & Iron Counties.

Why do it?

1. Provide cohesive synergy across business development in WUP.
2. Management oversight.
3. Businesses based on local regional assets.
4. Combines finances w/focus on grants.

How is it measured?

start up businesses in the area.
$ of support provided.
$ in support/grants obtained.
Staff/salaries to % new businesses
successful businesses at 6 month increments.

Who does it?

Incubator staff & board members, local/regional business support centers.
1. Arts, Culture & Humanities
2. Agriculture
3. Tourism/Sports
4. Tech
5. Light Manufacturing

Related Strategies:

1. Obtain asset assessments as applicable.
2. Focus on leveraging local & regional assets.
3. Work w/ schools/GCC/Tech to ensure training.

How do you do it?

1. Support centers/maker spaces as for-profit units.
2. Support start ups w/needed planning, strategy, economically feasible space.

Connecting to the Vision & Guiding Principles

The Vision and Guiding Principles of the Ironwood Comprehensive Plan articulate how the community will look, feel, and function over the next 20 years and help to define the character, values, and priorities of the Ironwood community. The strategy described in this Spark Plan supports the vision and guiding principles in the following ways:

A THRIVING COMMUNITY

More new businesses = better economy.

A FRIENDLY COMMUNITY

Work together to leverage funding, etc.

A CONNECTED COMMUNITY

Work tri-county with individuals or city

A COLLABORATIVE COMMUNITY

Work tri-county with individuals or cities.

A GREAT DESTINATION

1. Tech corridor - Ironwood to Houghton
2. Agricultural Crescent - Bayfield to Houghton
3. Art/Humanities League 4. Sports/Tourism 5. Manufacturing

AN ACTIVE COMMUNITY

Innovation and growth across value streams.

See Chapter 2 of the Comprehensive Plan for full text of the community Vision and Guiding Principles.

SPARK PLAN: Non-Profit Business Incubator

ADDITIONAL RESOURCES:

Action Planning Worksheet!

Do you support this idea? Make a commitment to act! Complete this worksheet and submit it to the City Community Development Office (Contact: Michael Brown, Community Development Director; Memorial Building; 213 S. Marquette Street; Ironwood, MI, 49938; (906) 932-5050 ext.126; brownm@cityofironwood.org)

NAME / ORGANIZATION:

Nancy C. Korpela/Allkorp Consulting, LLC.

GOAL / MOTIVATION

What is the larger reason for supporting this idea? What do you hope to achieve?

Develop the following by leveraging local assets, to form multiple value streams across western UP & Northern WI.
1. Tech corridor: Ironwood/GCC to Houghton/MITech
2. Agriculture crescent: Bayfield to Houghton with emphasis on sustainable permaculture.
3. Arts Humanities league. 4. Manufacturing
5. Tourism Destination: summer & Winter.

OBJECTIVES

What are the tangible/measurable outcomes you'd like to see in the short term (next 6 months)?

1. Write business plan
2. Develop funding strategies
3. Obtain funding
4. Paid staff. 5. Select & Implement board.

ACTION STEPS

What needs to happen next to meet your objectives? Who specifically is responsible? Set a Deadline!

Action	Owner	Deadline
1. Write Business Plan - Includes funding strategies.	Nancy	January 2017
2. Staff	Nancy	January 2017
3. Board	Nancy	January 2017

City of Ironwood 1 year Marketing Plan

FY 2017 - 2018

Action Items

Item	Owner	Completion Date	Cost
Install Monument Sign on the Corner of Silver St. and McLeod Ave.	Tim/Scott	10/31/2016	$14,000
Install Monument Sign on the East and West end of US2	Tim/Scott	10/31/2017	$26,000
Create Wayfinding Master Plan	Tim/Planning Commission/Tom	1/31/2017	$0.00
Implement Wayfinding Master Plan	Tim/Scott/Tom	10/31/2017	$5,000-$10,000
Design and Install US2 Banners w/City Logo	Tim/EDC/Tom	10/31/2017	$5,000-$10,000
Hold a retail hospitality/brand training session	EDC/Tom/Tim	5/30/2017	$0.00
Campaign to implement window stickers in city businesses with new brand.	Tim/EDC/DIDA/Tom	12/1/2016	$200
Purchase Coffee Mugs	Tim	10/30/2016	$200
Create 5 year Marketing Plan	EDC/Tim/Tom	1/1/2018	$0.00
Update Memorial Building entrance sign with new logo	Tim/Karen	10/31/2016	$1,000-$2,000
Create Logo for Mt. Zion	Tim	10/31/2016	$0.00-$1,000
Coordinate Efforts with WUP-CVB & IWD Chamber	EDC/Tim/Tom	10/31/2016	$0.00
Become Redevelopment Ready Certified	Tim/Tom	7/1/2018	$0.00
Identify Re-development sights	Tim/Tom	7/1/2017	$0.00
Create development plans for re-development sites	Tim/Tom	10/31/2017	$0.00-$10,000
Total Cost:			**$51,400 - $73,400**