



213 S. Marquette St. Ironwood, MI 49938  
Memorial Building, Women's Club Room, 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 1, 2017
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 Implementation Status of Priority Action Items
    - I. Strategy 6.2(b) implement Endowment Fund Program for Economic Development – Burnett, Sclafani
    - II. Strategy 6.3(g&h) Develop/Continue a Business Incubator and Entrepreneurial Support Spaces – Korpela
    - III. Strategy 6.4 Create internship/apprenticeship program with local business to market to colleges and trade schools– All Members
    - IV. Strategy 6.6(e) Create 5 year marketing plan – Sclafani, Thorsen  
-Defining our assets
    - V. Strategy 6.3(f) Expansion of Fiber throughout community – Update by staff
8. Other Business
9. Next Meeting: May 4, 2017
10. Adjournment



# IRONWOOD

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## Proceedings of the Economic Development Corporation Meeting Wednesday, February 1, 2017

A Regular Meeting of the Economic Development Corporation (EDC) was held on Wednesday, February 1, 2017 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

MEMBER	Present		EXCUSED	NOT EXCUSED
	YES	NO		
Thorsen, Gina	X			
Lemke, Joseph		X		X
Korpela, Nancy	X			
Sclafani, Velda	X			
Ramme, Dave		X		X
Ruppe, Mark	X			
Vacant				
Schonberg, Bob		X		X
Wyssling, John		X	X	
Gary Burnett	X			
Jon Parker		X		X
<b>Quorum</b>	<b>5</b>	<b>5</b>	<b>Quorum</b>	

Also Present: Community Development Director Tom Bergman and Community Development Assistant Tim Erickson

3. Approval of the January 4, 2017 Meeting Minutes:  
**Motion** by Burnett to accept the January 4, 2017 Meeting Minutes. **Second** by Thorsen. **Motion Carried 5 to 0.**
4. Approval of the Agenda

**Motion** by Korpela to accept the Agenda. **Second** by Thorsen. **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): Director Meyers from the Ironwood Chamber of Commerce discussed the career exploration day that is scheduled February 23 and stated that the event is increasing daily in size.
7. Items for Discussion and Consideration
  - A. Comprehensive Plan Implementation Status of Priority Action Items:
    - I. Strategy 6.2(b) Implement Endowment Fund Program for Economic Development – Burnett, Sclafani
      1. Sclafani and Director Meyers discussed the foundations need for finances and ways to obtain the funding. Burnett thanked everyone for moving this forward.
    - II. Strategy 6.3(g & h) Develop/Continue a Business Incubator and Entrepreneurial Support Spaces – Korpela
      1. Korpela stated that she doesn't have an update.
    - III. Strategy 6.4 Develop training/vocational programs to fill workforce needs – All Members
      1. Director Bergman and Erickson discussed the brochure designed for businesses to use in marketing their business and positions.
    - IV. Strategy 6.6(e) Create a 5-year marketing plan – Sclafani, Thorsen
      1. Director Bergman gave an update from the group. He went over asset based community development as the methodology for the committee to use for the plan. The Corporation discussed asset based community development. He stated that the Corporation will discuss assets at the next meeting to provide direction to the marketing committee.
    - V. Strategy 6.3(f) Expansion of Fiber throughout community
      1. Director Bergman discussed a meeting between City staff and Meritt Network which dealt with expanding fiber in key areas of the community.
8. Other Business: Ruppe discussed an invitation from Xcel Energy to have the EDC visit the new facility. He also discussed the importance of investing in people and stated that the industrial park is filling up well with the need for more space.
9. Next Meeting: March 1, 2017 at 10:00 a.m.
10. Adjournment. **Motion** by Burnett to adjourn at 10:56 a.m. **Second** by Thorsen. **Motion Carried 5 to 0.**

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John Wyssling, President

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Tim Erickson, Community Development Assistant

## ASSET BASED COMMUNITY DEVELOPMENT

Asset Based Community Development is really quite simple.... What are we good at? What are the things that are unique about our community? How do we turn unique assets into community success? The way we do this is by connecting our assets in a way that drives our community forward. Can you imagine the power that would come from every organization in the community having the same generalized goal? Each organization would harness their assets so they all point in the same direction.

Step 1. What are our Assets? These can be places, things, businesses, organizations, weather, natural resources. It is anything that we already do pretty well at. It also helps if it is something that is unique to us. It doesn't have to be unique all the time. Sometimes the uniqueness is how we build on these assets. We want to take what we are good at and become great! Rather than the way things are normally done where we take what we are bad at and become average.

Step 2. Connecting our Assets. What are our organizations and institutions that can embrace these assets and turn them into powerful tools for community development? For example; snow is an asset. Organization that can build on this; ski areas, snowmobile clubs, snowshoe clubs etc. There is likely a lot of work already being done to build on the asset. Fine tuning the direction of those efforts is the next step.

Step 3. Harnessing our Assets. Pointing all the arrows in the same direction. Building community vision off of our assets and the organizations that embrace them. Selling the vision to the community. The Cultural shift. Seeing is believing. The regional trail is a great example. It was difficult to imagine the community buy in until we actually saw the use of the trail. This makes believers.

Finally! Why is this part of Economic Development? Strengthening tourism, fill existing jobs that are vacant, these jobs represent services that the community could lose if not replaced. The impact of early retirees that move here for the outdoor recreation opportunities. Selling the community to our college students so they want to stay after completing their education. Internet businesses that can locate anywhere. They choose to stay because of our assets.

