



January 26, 1995

DOWNTOWN IRONWOOD DEVELOPMENT AUTHORITY

A regular meeting of the Downtown Ironwood Development Authority was held on the above date, 12:00 Noon, Towne House Motor Inn, Ironwood, Michigan.

1. Call to Order.

Chairman Johnson called the meeting to order at 12:02 P.M.

2. Recording of the Roll.

PRESENT: Lamberg, Murphy, Powell, Lorenson and Chairman Johnson.

EXCUSED: Forslund, Newman and Bergquist.
One Vacancy.

OTHERS

PRESENT: Community Development Director William Andresen.

3. Consider approval of the December 20, 1994, minutes.

Motion by Lorenson, supported by Lamberg. CARRIED. To approve the December 20, 1994, minutes as presented.

4. Election of Officers: Chairperson & Vice Chairperson.

Motion by Lorenson, supported by Powell. CARRIED. To nominate Johnson as Chairperson and Newman as Vice Chairperson.

Motion by Lorenson, supported by Powell. CARRIED. To close nominations and cast a unanimous vote for Johnson as Chairperson and Newman as Vice Chairperson.

5. Discussion on 1995 Goals & Objectives/Action Plan.

Mr. Andresen suggested the following for 1995:

Promotion:

- Create "Downtown Ironwood" Billboard on U.S. 2
- Improve Business District Sign on U.S. 2 to include reference to "Shopping", "Lodging", "Restaurants", etc.
- Improve signage scheme between U.S. 2 and the Downtown

Economic Restructuring:

- Develop an inventory of existing downtown vacant buildings. (Member Lamberg requested an update on this inventory)
- Determine "target" businesses and develop a recruitment strategy

Design:

- Sponsor annual clean-up/fix up days (It was agreed to schedule a clean-up day for the last Saturday in April. All agreed last year's clean-up had a good turnout. Mayor Lorenson noted that the ROTC would like to get involved with this year's project.)
- Plan for future parking lot improvements
- Consider Tax Increment Financing and/or other methods to finance future design improvements

Organization:

- Publish quarterly newsletter
- Develop committee structure to ensure implementation of above
- Maintain letter windshield campaign regarding employee on-street parking

Motion by Murphy, supported by Powell. CARRIED. To adopt the 1995 Goals & Objectives/Action Plan as recommended by Mr. Andresen.

6. Update on the following:

a. CIP

Mr. Andresen informed the Authority that the City of Ironwood has received 90 projects with one-third programmed into a Capital Improvement Program over the next six years. Four DIDA projects are on the list as follows:

- 1) Brick replacement and/or repair
- 2) S&L Parking Lot Beautification
- 3) Parking Lot - Lowell & McLeod
- 4) Parking Lot - Ayer and Lowell

b. Snow Removal in Public Parking Lots.

Mr. Andresen was informed by JoAnn Bergquist that there is a 50/50 success ratio on the experimental lot implementing alternate (odd/even day) for overnight parking. Mr. Andresen suggested trying the windshield letter campaign requesting that this new system be followed for overnight parking. It was the consensus of the Authority that there is a need to go through the whole winter, as well as a major snow storm, to base judgement as to its success.

c. Newsletter

Mr. Andresen noted that the quarterly newsletter has gone out. All agreed that it looked professional and was informative. He submitted a "Downtown Update" that he prepared for the progress addition of the Ironwood Daily Globe for the Authority's review. There were no major changes suggested by the members.

Mr. Lamberg informed the Authority of a possible live "Public Radio" show coming to the Historic Ironwood Theatre for a 10 week winter season beginning next year. This is a tremendous possibility and would put Ironwood on the map.

d. TIF

Mr. Andresen has begun to write the Plan. The three items needed prior to writing the Plan has been obtained:

- Boundaries are established
- Approval has been received from the Ironwood City Commission
- Projects have been determined

Mr. Andresen emphasized the need for a realistic plan. The Authority reviewed the Prioritized Downtown Project List and agreed that 24 was too many to list but would consider 10 - 15.

Motion by Lorenson, supported by Lamberg. CARRIED. To approve the Prioritized Downtown Project List for numbers 1 - 15 with the exclusion of #14. They are as follows:

1. S & L Lot Beautification
2. Incentives for Downtown District Business Facade Renovation
3. Purchase/Condemn Abandoned Buildings
4. Rovelsky Parking Lot
5. New/Improved/Clean-up Street Signage
6. Pool Monies for Retail Recruitment Projects
7. Christian Hour House Parking Lot
8. Brick/Sidewalk Replacement/Repairs
9. Downtown "Lighting Plan"
10. Resurface Streets/New Curbing/Gutters
11. Ayer Street Parking Lot
12. Banners/Signage
13. Downtown Entry Signs/Beautification/Landscaping
15. Infrastructure Development Along Curry Street/R.R. Right-of-Way

7. Building District Sign

Mr. Andresen reviewed a letter received from Scott Raymond, The Coachlight, requesting that the Downtown Ironwood Business District sign be modified to list Businesses, Hotel/Motel, Restaurants/Cafes, Furniture, Banks, Arcade, etc.

Motion by Lorenson, supported by Murphy. CARRIED. To authorize Will Andresen to develop appropriate signage additions to the Business District Sign.

8. Ironwood Planning Commission Update.

Mr. Andresen informed the Authority that a business is interested in purchasing the parking lot near the site of the Memorial Building and will be coming to the Planning Commission for a recommendation. Mr. Andresen requested the DIDA's recommendation on same.

The Authority members were concerned about the need for parking at the Memorial Building and that the Comprehensive Plan does not support this development. It is their belief that selling the parking lot would not be in the best interest of the community.

January 26, 1995

support this development. It is their belief that selling the parking lot would not be in the best interest of the community.

9. Other Business.

Member Lorensen informed the Authority that the WI-MI Railroad Company will be out of business mid February. The WI Central Railroad Company will be helping them close up, however, indicated that once the rail abandonment is filed, they would service the line if their is a strong interest to do so.

10. Adjournment.

Motion by Powell, supported by Murphy. CARRIED. To adjourn this meeting at 12:55 P.M.



JANE ZIEMANN, SECRETARY