

August 25, 1994

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 12:05 P.M.

2. Recording of the Roll.

PRESENT: Butler, Isakson, Lamberg, Newman, Bergquist, Lorenson and
Chairman Johnson.

EXCUSED: Murphy.

ABSENT: Forslund.

OTHERS

PRESENT: Staff Support Will Andresen and Tom Nemacheck.

3. Consider approval of the July 28, 1994, meeting minutes.

Motion by Lorenson, supported by Lamberg. CARRIED. To approve the July 28, 1994, Minutes as presented.

4. Update on the following:

A. Midway Circle Tour

Tom Nemacheck, representing Western U.P. Convention and Visitor Bureau, noted the following in a presentation to the Authority:

- Similar program was presented to the Iron County Development Zone Council by Bill Rigoni.
- While making a presentation on the Midway Circle Tour, discovered that the promotion and rights of same was purchased by the Ironwood Downtown Development Authority.
- Signed agreement with the Iron County Development Zone Council to market the Midway Circle Tour prior to knowing the DIDA owned the rights to the idea.
- A regional tourism marketing budget is needed to make it work.
- Every Chamber or Commerce (7) but one has endorsed the project. (Believes the only reason the one Chamber did not was because they did not understand the concept.)
- This area has a summer marketing problem because of not being on the water.
- Asking the DIDA to release the promotion rights in order that the concept can be expanded to enable the use of regional marketing dollars.

August 25, 1994

- All towns utilizing the Midway Circle Tour promotion would consider themselves as the "Midway Circle Tour" town.
- Sees this as a corridor concept - not a location.
- Little by little all towns, organizations, motels, etc., would use the Midway Circle Tour concept in their advertisement.
- Three to five years that the concept needs to be in place to work.
- It would be difficult to sell to area organizations if the Midway Circle Tour concept had to first be purchased from the DIDA.

Member Lamberg questioned whether Mr. Nemacheck's organization can help the DIDA work on an off-shoot of the Midway Circle Tour for visible recognition in the Downtown. Mr. Nemacheck reminded the Authority that Ironwood would be part of the project either way. He added that his organization could help with the concept, but not with dollars.

Motion by Lamberg, supported by Lorenson. CARRIED. To release the promotion and rights of the Midway Circle Tour as a donation to the Western U.P. Convention and Visitor Bureau.

Mr. Nemacheck thanked the DIDA for such a generous donation and noted that he will keep them abreast on the results of the project.

b. S & L Lot

Mr. Andresen indicated that a letter has gone out to Jim Somerville regarding the greenspace design on the S&L lot. This item is pending until the design is received from Mr. Somerville and whether it will be a fall or spring project.

Member Newman believed that if the wall was safe on the Site, a community mural could be painted on it. Mr. Andresen agreed to check with the schools for possible art students to implement the idea.

c. Billboard.

Mr. Andresen noted that another letter has gone out to Alf Craft for billboard availability. Mr. Andresen and Member Lamberg will work on the design in order to be ready when a billboard is located.

d. Graffiti.

Mr. Andresen noted that he is still attacking the graffiti issue. He added that he is learning what works and doesn't work for cleanup and has determined that the best thing to do is to paint over it.

Member Lorenson indicated that it is important that should citizens witness such an occurrence, to call the authorities. Lamberg added that Mr. Andresen could use this topic as part of his forum in his weekly articles. Also, letters to the editor, editorials or individual columns by DIDA members would help educate the public on the graffiti issue. People have to become more aware of the problem and ways they can help prevent it.

e. Action Plan.

Member Bergquist informed the Authority that one out of three responded to the windshield flyers that were placed on cars abusing parking in her block.

Mr. Andresen noted that he would not only like to review continued problems plaguing the Downtown but also to look into the future. One item of concern is development of a recruitment strategy. He explained that he looked through an Ashland phone book searching for possible businesses that may want to expand in hopes to encourage them to come to Ironwood. The Authority felt that Mr. Andresen could expand the area to include Marquette, Escanaba and Minocqua.

On those lines, Mr. Andresen requested approval to order three publications for a total cost of \$84.00. The DIDA also reviewed the monthly pamphlet Downtown Idea Exchange and whether or not it should be renewed. At this time, it was agreed not to renew the subscription.

Motion by Bergquist, supported by Newman. CARRIED. To authorize the purchase of the following publications: Winning Ways, Business Retention & Expansion and Successful Retail Recruitment Strategies and to discontinue the subscription to the Downtown Idea Exchange.

Tax Increment Financing was another topic that Mr. Andresen would like to review for the future of the DIDA. He would like this issue to be a top priority and to implement a new TIF district so that the DIDA has money for improvements in areas such as parking lots, sidewalks, etc., in the downtown.

Mr. Lamberg asked the status of the present TIF district. Mr. Andresen agreed to check on the status of the TIF and to present a Plan of action on same at the next regular meeting.

5. Discussion on DIDA Contract.

Mr. Andresen informed the Authority that the City may be looking into utilizing more of his time until a new Manager is hired. Nothing would change except that the DIDA would contract his time through the City instead of the Chamber of Commerce. The City Commission will review this issue at their September 12th meeting.

6. Other Business.

Mr. Lorenson noted that Officer Passuello and the police dog Magnum have been walking alleys and streets in the downtown (during midnight shift) and that this has become very affective for eliminating possible crime and/or loitering.

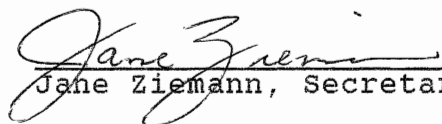
Member Butler stated that he is on his 2nd four year term with the DIDA and that he would not have any objection to resigning and allowing other interested citizens to become a member. (He was informed that Floyd Powell had requested membership during the last

August 25, 1994

open advertisement.) He was asked to write a letter explaining same should he decide to resign.

7. Adjournment.

Motion by Lorenson, supported by Newman. CARRIED. That this meeting be adjourned at 1:00 P.M.



Jane Ziemann, Secretary