



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

Downtown Ironwood Development Authority Meeting Agenda

1. Call to Order
2. Recording of the Roll
3. Approval of the March 28, 2013 Meeting Minutes
4. Approval of the Agenda
5. Citizens wishing to address the Board on Items on the Agenda (Three-Minute Limit)
6. Citizens wishing to address the Board on Items not on the Agenda (Three-Minute Limit)
7. Audience:
 - a. Karla Magdziak regarding painting light poles in the downtown
8. Financial Report
9. Items for Discussion and Consideration
 - a. Depot Park Bid
 - b. Flower Basket Watering Contract Approval
 - c. Pocket Park Maintenance Contract Approval
 - d. Postage Budget
 - e. Flower Basket Donation Thank You Letters
 - f. Finalize Budget
 - g. Facebook Policy
10. Project Updates
11. Other Business
12. Next Meeting: May 23, 2013
13. Adjournment



**Proceedings of the Downtown Ironwood Development Authority
Thursday March 28, 2013**

A regular meeting of the Downtown Ironwood Development Authority was held on Thursday, March 28, 2013 at 8:00 A.M. in Conference Room #1, 2nd Floor, Memorial Building, Ironwood, Michigan.

1. Call to Order:

Chair Garske called the meeting to order at 8:00 A.M.

2. Recording of the Roll:

MEMBER	PRESENT		EXCUSED	NOT EXCUSED
	YES	NO		
Williams, Tom, Chair		X	X	
Corcoran, Kim		X	X	
Garske, Lea-ann	X			
Johnston, Gail	X			
Peterson, Larry	X			
Schwartz, Becky	X			
Smith-Furgason, Eva	X			
Tippett, Rick	X			
Erickson, Tim	X			

Also present: Community Development Director Michael J. D. Brown, City Manager Scott Erickson and Finance Director Paul Linn.

3. Approval of Minutes:

Motion by Smith-Furgason to accept the meeting minutes from the Regular Meeting on February 28, 2013. **Second** by Schwartz. **Motion Carried 7 – 0.** (corrected to include that Becky Schwartz was not at the meeting; Item 8, change from 21 to 61 liners).

4. Approval of the Agenda:

Item 8F has been added: Larry Peterson, Downtown Art Place

Motion by Smith-Furgason to approve the Agenda. **Second** by Johnson. **Motion carried 7 - 0.**

5. Citizens wishing to address the Committee on Items on the Agenda (Three-Minute Limit):

None

6. Citizens wishing to address the Committee on Items not on the Agenda (Three-Minutes Limit):

Ms. Karla Magdziak introduced herself as Adam Magdziak's mother. Adam is the Boy Scout who will be painting the new City street lights. He asked his Mom to come in his stead. Adam's fellow-ROTC will be helping him paint. He can't do it on Downtown Clean-Up day (May 11, 2013) because of his duties with the ROTC. But, he is still interested. The Committee will put him on the agenda.

7. Financial Report:

Director Linn presented the financial reports for the month. The DIDA is in good financial condition. Director Linn is working on budget items for this next year and will bring those to next month's meeting.

Motion by Johnson to accept the March 2013 financial reports. **Second** by Schwartz. **Motion Carried 7-0.**

8. Items for Discussion and Consideration:

- a. Budget/Contracts: Per memorandum, Director Brown and Finance Director Linn have gotten together on the budget. DIDA's anticipated expenditures are expected to be greater than anticipated revenue. Discussion ensued, including purchases of wreaths and banners.

Water of the baskets and maintenance of the Pocket Park were discussed. Director Brown will bring the contracts for watering and Pocket Park maintenance to the next DIDA meeting.

Garske indicated it might be beneficial to partner with another group on the wreaths; possibly the Woman's Professional Business Club. Smith-Ferguson indicated the Kiwanis could possibly be interested.

- b. Spotlight: Director Brown stated that the group received a quote from Lindquist Electric on the spotlight. Director Brown spoke with Lindquist and received a much lower quote of \$2,525.00 if the lights were installed as per the attached drawings. Solar is too expensive. Garske heard that the sign may be raised upwards. DIDA will wait and see if that happens and then put the lighting in with money possibly from fund balance.
- c. Portable Restrooms in Green Space: Director Brown indicated there was a request to install a portable restroom in the green space across from the Ironwood Theatre for public use. Smith-Ferguson commented that we could put out a list of all businesses that have restroom access. Director Brown will get the list of public restrooms from Mr. Erickson and send it to the citizen.

- d. Project Drivers for Goals: Director Brown indicated that last month we asked for project drivers on the goals. They are as follows:

#1	Downtown Infrastructure	Williams, Johnston
#2	Depot Park Completion	Williams, Garske
#3	Marketing Downtown	Smith-Furgason, Schwartz, Coon, Erickson
#4	Business Toolbox	Smith-Furgason
#5	Expand Downtown Events	Erickson and Tippett
#6	Unsafe Structures/Buildings	Tippett (liaison to Hewett / Alonen)
#7	Signage on highway entrance	Smith-Furgason
#8	Funds to renovate Depot	Garske
#9	Walking Tour	Peterson
#10	Blight/Code Enforcement	Tippett (liaison to Hewett / Alonen)
#11	List of in and out of business	Brown, Coon, Erickson
#12	Tax Increment Finance	Garske, Brown
#13	Promotional Video	CGI, Director Brown, Coon (coordinate with #3, Marketing Downtown.)

Peterson indicated that some of these items are overlapping. Discussion ensued.

- e. Facebook: Furgason presented a two-page facebook list of proposed policy which she went through. The Committee suggested that DIDA should take a month, go over the list and bring it back with comments at our next meeting. Smith-Furgason is proposing one DIDA member for posting of information and one Community Development staff (Coon) to handle the administrative side.
- f. Downtown Art Place (DAP): Peterson said having the DAP is a crowd drawer. There are many creative folks out there including himself. Peterson thinks a rotating program with other communities with regards to various arts is a good idea thus creating a wider base of arts and artists. Discussion took place and it was decided that the DIDA was not the forum for this discussion; however the DAP would be.

9. Project Updates:

- a. Director Brown indicated that the Depot Park bid is now advertising – to be due May 15, 2013.
- b. Snow Removal: Response to letter from MDOT which was forwarded to the City Commission. Smith-Furgason said she would like to see the process for removal of snow more refined. Mr. Erickson indicated he would check with MDOT today. MDOT is meeting with Erickson today and he will bring this issue up with MDOT. Erickson said we can have the snow removed more often; however, we are reimbursed at a less amount.

10. Other Business:

- a. Flower Basket letter: Prepare for Tom Williams signature and mail out. (Coon).
- b. The Christmas wreaths just came down. DIDA would like to see an earlier removal time on the wreaths as they begin to look bad mid-January. Erickson said that the City borrows Hurley's bucket truck as we don't have one, so as soon as we can borrow it, the wreaths come down.

- c. Director Brown encouraged everyone to look at The Ironwood Chamber of Commerce website which is now up and running.
- d. Garske received a phone call from someone inquiring about putting on a performance in the Theatre. As it turns out, Pure Michigan is taping a tour of historic theatres. This should take place in June. Garske will bring the Committee more information as she receives it.
- e. Erickson remind the group of the MDOT US2 Information Meeting tonight at 5:30.

11. Next Meeting: April 25, 2013

Adjournment: **Motion** by Schwartz. **Second** by Furguson at 9:45 a.m. **Motion carried. 7-0.**

Respectfully Submitted

Lea-ann Garske for Thomas Williams, Chair

Kim M. Coon, Community Development Assistant

COMPARATIVE BALANCE SHEET

MARCH

Page: 1
4/18/2013
9:50 am

City Of Ironwood

As of: 3/31/2013

CY Balances

PY Balances

Year-Over-Year

Fund Type: 21 Enterprise Funds

Fund: 899 - DOWNTOWN DEVELOPMENT AUTHORITY

Assets

002.000 CASH IN BANK	10,391.65	10,522.94	-131.29
020.000 TAXES RECEIVABLE-REAL-CURRENT	3,039.55	2,622.20	417.35
028.000 TAXES RECEIVABLE-DQ PER PROP	524.11	311.74	212.37

Total Assets	<u>13,955.31</u>	<u>13,456.88</u>	<u>498.43</u>
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Liabilities

279.000 DEFERRED REVENUE	2,953.65	2,888.40	65.25
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Total Liabilities	<u>2,953.65</u>	<u>2,888.40</u>	<u>65.25</u>
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Reserves/Balances

390.000 Fund Balance	9,632.71	8,470.82	1,161.89
398.000 CHANGE IN FUND BALANCE	1,368.95	2,151.75	-782.80

Total Reserves/Balances	<u>11,001.66</u>	<u>10,622.57</u>	<u>379.09</u>
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Total Liabilities & Balances	<u>13,955.31</u>	<u>13,510.97</u>	<u>444.34</u>
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INCOME STATEMENT
MARCH

Page: 1
4/18/2013
9:51 am

City Of Ironwood

YEAR: THROUGH MARCH	YTD Amd. Bud.	YTD Actual
Fund: 899 - DOWNTOWN DEVELOPMENT AUTHORITY		
Revenues		
Dept: 000.000		
403.000 CURRENT PROPERTY TAXES	11,500.00	8,860.86
675.000 CONTRIBUTIONS AND DONATION	500.00	470.00
Dept: 000.000	<u>12,000.00</u>	<u>9,330.86</u>
Revenues	<u>12,000.00</u>	<u>9,330.86</u>
Expenditures		
Dept: 735.000 DOWNTOWN DEVELOPMENT		
702.000 SALARIES AND WAGES	1,800.00	0.00
715.000 SOCIAL SECURITY	130.00	0.00
718.000 RETIREMENT	320.00	0.00
727.000 OFFICE SUPPLIES	100.00	0.00
728.000 OPERATING SUPPLIES	2,000.00	1,946.06
730.000 POSTAGE	200.00	0.00
801.000 CONTRACTUAL SERVICES	4,000.00	3,600.00
802.000 PROFESSIONAL SERVICES	100.00	0.00
851.000 ADVERTISING AND PROMOTION	270.00	0.00
910.000 INSURANCE AND BONDS	3,000.00	2,392.20
917.000 WORKERS COMPENSATION	30.00	19.35
940.000 RENTALS OTHER	250.00	4.30
DOWNTOWN DEVELOPMENT	<u>12,000.00</u>	<u>7,961.91</u>
Expenditures	<u>12,000.00</u>	<u>7,961.91</u>
 Net Effect for Fund DOWNTOWN DEVELOPMENT AUTHORITY	 <u>0.00</u>	 <u>1,368.95</u>
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Grand Total Net Effect:	0.00	1,368.95

REVENUE/EXPENDITURE REPORT
MARCH

City Of Ironwood
For the Period: 3/1/2013 to 3/31/2013

	Original Bud.	Amended Bud.	MTD Actual	CURR MTH	Encumb. YTD	UnencBal	% Bud
Fund: 899 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept: 000.000							
403.000 CURRENT PROPERTY TAXES							
03/28/2013 GJ RECORD MONTHLY DEFERRED TAXES			984.54				REJE01
CURRENT PROPERTY TAXES	0.00	0.00	984.54	984.54	0.00	-984.54	0.0
Dept: 000.000	0.00	0.00	984.54	984.54	0.00	-984.54	0.0
Revenues	0.00	0.00	984.54	984.54	0.00	-984.54	0.0
Expenditures							
Dept: 735.000 DOWNTOWN DEVELOPMENT							
728.000 OPERATING SUPPLIES							
03/31/2013 AP RIVER VALLEY STATE BANK CREDIT CARD PAYMENT			24.48	INV#:			62740
OPERATING SUPPLIES	0.00	0.00	24.48	24.48	0.00	-24.48	0.0
910.000 INSURANCE AND BONDS							
03/28/2013 GJ REC MONTHLY LIABILITY INSURANCE			265.80				
INSURANCE AND BONDS	0.00	0.00	265.80	265.80	0.00	-265.80	0.0
917.000 WORKERS COMPENSATION							
03/28/2013 GJ REC MONTHLY WORKERS COMP INS			2.15				REJE43
WORKERS COMPENSATION	0.00	0.00	2.15	2.15	0.00	-2.15	0.0
DOWNTOWN DEVELOPMENT	0.00	0.00	292.43	292.43	0.00	-292.43	0.0
Expenditures	0.00	0.00	292.43	292.43	0.00	-292.43	0.0
Net Effect for DOWNTOWN DEVELOPMENT AUTHORITY	0.00	0.00	692.11	692.11	0.00	-692.11	
Change in Fund Balance:			692.11				



DOWNTOWN IRONWOOD DEVELOPMENT AUTHORITY

FLOWER BASKET WATERING CONTRACT

THIS CONTRACT made this _____ day of _____, 2013, between the Downtown Ironwood Development Authority (DIDA) and Cariann Kasieta, whose address is 717 E Ayer Street, Ironwood, MI 49938.

1. Cariann Kasieta agrees to perform flower water services daily from June 1, 2013 through September 30, 2013, or as weather permits, which shall include watering of 61 hanging flower baskets throughout the downtown and the Historic Depot at 150 N. Lowell Street, Ironwood, MI 49938 and the flower garden in front of the Depot (Chamber) at 150 N. Lowell Street, Ironwood, MI 49938.
2. Compensation for these services shall be paid in monthly installments of \$564.00, upon submission of a monthly invoice (use attached template) to the City of Ironwood Finance Director.
3. Cariann Kasieta agrees to perform said watering services in accordance with standards and inspections by the DIDA.
4. At any point in time should Cariann Kasieta fail to satisfactorily perform said services, it shall be considered a default of said contract and the DIDA may immediately terminate and cancel said contract without any further liability or obligations whatsoever to Cariann Kasieta.
5. Cariann Kasieta, agrees to hold the DIDA and the City of Ironwood and any of its employees or board members harmless from any claims arising from any and all activities it conducts and to indemnify the DIDA and the City of Ironwood for any loss or claims which the DIDA and the City of Ironwood may incur or be called upon to defend, including its reasonable Attorney fees and costs and reasonable cost of the DIDA and City Staff in any such loss or claim.
6. Prior to commencement of services Cariann Kasieta agrees to apply for a City of Ironwood Business License with the City Clerk.

IN WITNESS WHEREOF the parties have signed this Contract this _____ day of _____, 2013.

**Chairperson, Downtown Ironwood
Development Authority**

Cariann Kasieta



DOWNTOWN IRONWOOD DEVELOPMENT AUTHORITY

POCKET PARK SUMMER MAINTENANCE CONTRACT

THIS CONTRACT made this 4th day of April, 2013, between the Downtown Ironwood Development Authority (DIDA) and Range Master Gardeners Volunteer Association, whose address is c/o Lynn Adams – 328 W Norrie Street, Ironwood, MI 49938.

1. Range Master Gardeners Volunteer Association, Lynn Adams, spokesperson, agrees to perform maintenance services, planting, weeding, watering and fertilizing for the Pocket Park in the downtown located at the northeast corner of E. Aurora Street and N. Suffolk Street. Such maintenance shall be done from April 1, 2013 through October 31, 2013 or as weather permits.
2. Compensation for flowers, plants, supplies and other items needed shall be paid in monthly installments of \$275.00 upon submission of a monthly invoice (use attached template) to the City of Ironwood Finance Director.
3. Range Master Gardeners Volunteer Association agrees to perform said Park maintenance in accordance with standards and inspections by the DIDA.
4. At any point in time should Range Master Gardeners Volunteer Association fail to satisfactorily perform these services, it shall be considered a default of this contract and the DIDA may immediately terminate and cancel the contract without further liability or obligations whatsoever to the Range Master Gardeners Volunteer Association.
5. Range Master Gardeners Volunteer Association agrees to hold the DIDA and the City of Ironwood and any of its employees or board members harmless from any claims arising from any and all activities it conducts and to indemnify the DIDA and the City of Ironwood for any loss or claims which the DIDA and the City of Ironwood may incur or be called upon to defend, including its reasonable Attorney fees and costs and reasonable cost of the DIDA and City Staff in any such loss or claim.

IN WITNESS WHEREOF the parties have signed this Contract this _____ day of _____

_____, 2013.

**Chairperson, Downtown Ironwood
Development Authority**

Lynn M. Adams, Treas.

Range Master Gardeners

*The area 501(c)(3)
EIN # 80-032 8909*

INVOICE FOR POCKET PARK MAINTENANCE SERVICES FOR THE CITY OF IRONWOOD, MI

Submitted to Paul Linn, City of Ironwood Finance Director
 Submitted by Range Master Gardeners Volunteer Association
 Work Performed for the Month of April 2013
 Invoice Date 4/7/2013

Date	Work Performed	Amount
4/1/2013	We have already ordered	\$0
	\$300 worth of plants for May	\$0
		\$0
		\$0
		\$0
		\$0
		\$0
		\$0
		\$0
		\$0
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		\$0
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		\$0
		\$0
		\$0
		\$0
Total Amount Due		\$275.00

we spent \$371.00 for
 Xmas lites for the
 P. Park in 2012
 (because it would have
 taken too long to get
 an OK)

Sent to
 Lynn Adams
 328 W. Norrie St
 And, NY 14993 V
 Phone 932-3509

RMGV's area
 501 (a)(3)
 EIN #80-0328909

Proposed Facebook Social Media Guidelines for DIDA

1. There should be a one DIDA member mainly responsible for updates to the official DIDA page and one person from the Community Development city staff should be the administrator in charge of the permissions on the page

2. All updates should be posted as the DIDA

3. The following are a list of proposed allowed update topics

a. Downtown events and schedules thereof including but not limited to Ironwood Theatre performances, Downtown Festivals, Parades, SISU Ski Fest, Arts Center Events, Library Events and public events taking place at the Memorial Building

b. DIDA Meeting times, workshops, and events related to business development downtown which are open to the public

c. Construction information relating to any street closures, changes, and anything that may impact traffic in the downtown district

d. Photographs of improvements, opening ceremonies, tree lighting, parades, street scenes from past or present

e. Approved previous month meeting minutes (or link to same)

f. Agendas for DIDA meetings (or link to same)

g. New Business Openings Downtown

h. Links to surveys

i. Confirmed emergencies requiring immediate action

Items not recommended for updates:

A. Sales and promotions of individual downtown merchants

B. Internal DIDA issues relating to blight or discussion of agenda items

C. Personal commentary

D. Business Closings

E. Religious Events

Promotion of the DIDA FACEBOOK page

If it is the pleasure of the DIDA body to have a functioning, easy arm of outreach to members of the community – this page will need to be promoted.

One way is through the newsletter which goes out to residents, but there is a multitude of other media to consider as well. The key to successful social outreach is consistency, frequency and relevance of the posts as well as getting enough “fans” to follow the posts in the first place.

While some may feel that there is a duplication here of some of the functions of other bodies - for example the Theatre and Festival Ironwood – there is also a need for greater engagement of the community at large in Downtown Events and repeating the same message often is a very good way to get that message to more people or simply have them get yet another opportunity to hear the message from yet another source.

Twitter can now be linked with Facebook automatically so that posts to Facebook will be linked from the Twitter account.

Facebook ads are an inexpensive way to build an audience and can be set in any amount but I feel that all other options should be exhausted before this is done.

NOTES: