

IRON COUNTY ECONOMIC DEVELOPMENT COMMITTEE MEETING
Town of Mercer Community Center
Wednesday, December 18, 2024

1. **Call to Order:** Meeting called to order at 6:03pm by Larry Youngs.
2. **Pledge of Allegiance:** Recited.
3. **Acknowledge proper meeting posting:** Youngs acknowledged.
4. **Roll Call:**

Iron County Board of Supervisors: Rick Boes, Committee President; Jamey Francis, Committee Vice President; Larry Youngs; Roxanne Lutgen; Doug Swartz; Paul Mullard
Chambers of Commerce: Melissa Copp, Mercer Area Chamber of Commerce; Gary Pelkola, Hurley Chamber of Commerce (virtual)

Business Owners: Autumn Hill; Julie Doucette; Adam Tutt; Brooke Gilbertson; Karl Zinsmaster (virtual)

Community Members: Julia Pusateri, Mercer Public Library Director, and Mercer Area Chamber of Commerce Board Member; Rita Franzoi, City of Hurley; Joel Enking; Rebecca Holm, UW-Extension; Joseph Miller, UW-Extension

5. **Public Comment:**

Miller shared information on Border Battle XC

Pusateri expressed approval of meeting in Mercer, and Youngs confirmed ongoing commitment to meeting in local communities in future.

Francis reports Impact Seven Hurley-HOMES housing development approved

Doucette reiterated ongoing need for daycare/early education services

Doucette reported a high need for services for safe transport

Discussion on ongoing economic development opportunities in Hurley through a Tax Incremental Financing District (TIF or TID), incoming hotel developments, long-term planning potentials

6. **Approval of minutes from October 22 meeting:** Motion to accept by Francis, seconded by B. Gilbertson; motion approved with no objection
7. **Election of Secretary:** Julia Pusateri nominated for Secretary by Copp, seconded by Doucette; Francis called for vote to approve, all ayes.
8. **Review of Mission and Purpose Statement:**

Feedback to amend vision statement to read: "To create and cultivate a thriving network of local, regional, and statewide resources, opportunities, and support that drives sustainable growth, innovation, and prosperity for all within Iron County."

9. **Action plan for website turnover**

Feedback from Rebecca Holm:

Add new tab to ongoing development for new County website

Discussion ensued on timeline for new website release, content, role of Economic Development Committee related to municipalities, Chambers of Commerce, and businesses

Discussion to confirm previous website, email, social media, and call volume
Discussion ensued on existing structure of Development Zone Counsel v. Development Zone; review of Development Zone Counsel Bylaws related to return of assets upon dissolution

10. Communication plan

Discussion ensued on process for triaging phone calls and emails received by UW-Extension; proposed contact sheet that would identify areas of response
New phone number: 561-2184

11. Social media channels

Discussion ensued on social media presence; new and existing social media accounts; possible account/content managers

12. Discussion of committee boards: Include committee interest in forthcoming documents regarding communication means

Grants committee: Autum Hill, Jamey Francis, Julia Pusateri

Interested: Melissa Copp, Rita Franzoi

Rebranding and communication: Karl Zinsmaster interested

Economic development assistance and outcome monitoring (success stories)

Other broader committees that may need staffing: Railroad Commission- Doug Swartz and Joel Enking; Revolving Loan Fund- Brooke Gilbertson, Julie Doucette, Ken Saari (possible); Visions Board; Mining Commission.

13. Next meeting date and time: to be determined pending poll of availability.

14. Adjourn: Meeting adjourned at 7:54pm by Rick Boes.

Minutes recorded by Julia Pusateri, reviewed by Joseph Miller