



April 14, 2016 Minutes - Adopted May 5, 2016
Iron County Economic Partnership Board of Directors (ICEP)
ICEP Office, 132 N. Main, Ironton, MO 63650

1. A regular meeting of the Iron County Economic Partnership Board of Directors was called to order at 5:40 pm by N. McKie.
2. N. McKie offered an Invocation and provided a reading of the purpose of ICEP.

Directors present: N. McKie, T. Sappington, B. Matt, K. Perry, E. Jett and C. Dinkins. B. Parker, S. Francis and E. Jett were also present. Guest present: Michael Wiseman, Edward Jones. Directors absent: Tim H., Chris S. Tim H. had spoken with N. McKie prior to the meeting to advise that he would not be able to attend.

3. **Public Comments/ Questions:** M. Wiseman with Edward Jones provided a printed report of both investment accounts. The market has been really good over the last 30 days, the last 2-3 days were really strong. M. Wiseman recommends that we consider the following:
(1) Combining the two accounts or (2) Rebalancing the smaller account. Discussion regarding reasons for these recommendations followed, as well as pros and cons. The ICEP Investment committee meeting is scheduled by phone for 4/22 at 10 am and these issues will be discussed at that time. Sandy will email conference call number to committee and M. Wiseman.
4. **Approval of Minutes:** Minutes from the regular February 11, 2016 meeting and the March 14, 2016 special meeting were distributed by email prior to the meeting. Motion was made by K. Perry to approve the February 11, 2016 minutes and seconded by C. Dinkins. B. Matt abstained due to not being present / on the board at the February 11th meeting. No one opposed. Motion approved. Motion was made by C. Dinkins to approve the March 14th minutes and seconded by K. Perry. All directors present approved. Motion passed.
5. **Treasurer's Report:** March Accounts Payable were distributed by email prior to the meeting. B. Matt asked for clarification on a couple of entries. During discussion on the photocopier cost, S. Francis advised that the last quarter would also be over our contracted amount, however, we haven't had a full quarter with the settings changed from automatic color printing. S. Francis will follow up with GFI Digital about the color copier count. It can be adjusted if needed. Motion was made by T. Sappington to



approve the Treasurer's Report and seconded by Kevin. All directors present approved. Motion passed.

6. **Annual Budget:** During a review of the proposed budget, the following changes were suggested: Community Event Grants: \$30,000
Executive Director Contract: \$3,600
Legal Fees: \$13,000
Telephone: \$1,200
Motion to approve the annual budget with the above changes was made by K. Perry and seconded by C. Dinkins. All directors present approved. Motion passed.
7. **Director of Partnership Development Report** was emailed to directors prior to the meeting. Review and discussion of the report included the following:

Membership in Business Women Connecting networking group in St. Louis for Sandy to market Iron County. The annual cost is \$300. There are a variety of opportunities to network with this group of over 200 women. B. Matt made the motion to approve this membership. T. Sappington seconded. All directors present approved. Motion passed.
8. **Amtrak:** Carol Kelsheimer's report and the Ground Breaking ceremony invitation were reviewed. T. Sappington and C. Dinkins plan to be at the Ground Breaking ceremony on Saturday, April 30th. Work on the platform is scheduled to begin on May 2nd.
9. **Community Event Funding Applications / Payment Requests / Project-Contractor Outcomes:** E. Jett has received an inquiry on the status of payment for the request made in January from the UM Extension. After some discussion, it was decided that documentation needs to be reviewed to determine if all aspects of the contract have been met before proceeding with payment.
10. **Marketing Alliance Update:** N. McKie advised we are moving along reasonably well with the progress on the new website. We are stalled with the logo issue. Marketing Alliance has provided a bid to create a new logo and tagline for \$7,500 or to rework our current logo for \$1-2,000. Discussion included reviewing some other websites that are economic development with a tourism flavor. No consensus was made on either proposal. Topic was tabled for discussion after PGAV Update.
11. **Proposal from Luke 16:** N. McKie reviewed the information in the proposal. The purpose is to be a partner with ICEP in the aspect of mentoring entrepreneurs. N. McKie



added that he would continue to coordinate these requests through S. Francis. S. Francis will provide individuals with the Funding Request document and have an initial discussion with them about their proposal. J. Radford with SEED\$, E. Jett and any board member who wants to be included in the meetings will review the application prior to presenting the information to the full board.

Further discussion continued. B. Parker advised if N. McKie brings a proposal to the board as a mentor separate from ICEP, he should abstain from voting for anything related to that project. It was mutually decided that N. McKie will keep his Luke 16 corporation separate from ICEP to prevent any misunderstanding as to what his role is with each entity.

12. **Elephant Rocks Visitor Center:** N. McKie advised he has obtained more information about the Pilot Knob Water issue. The cost to carry water the additional two miles to Elephant Rocks, which would allow them to bury cables for WiFi / Internet would be \$10/foot per mile for the two miles of pipe. George Mann of Mann drilling estimated a 200-300 ft well would be \$12,000. (E. Jett asked about a commercial well vs a household well. N. McKie will discuss with Mann.) T. Sappington asked about developing the area (within that 2 miles) for future businesses. They would want to access water, so it could be an additional economic /industrial development aspect of this project.
13. **Recommendations, findings or other issues addressed in the Invest in Iron County Report:** No new information to discuss at this time.
14. **PGAV Update:** K. Perry provided an update based on the conference call meeting with T. Sappington, B. Matt and S. Francis.

Phase II agreement included some branding work, some development of product and market testing of the products. The main question by the remaining board: Will there be a physical brand at the end of Phase II? K. Perry went back to PGAV to answer this question. The branding strategy under existing proposal does not create the “creative expression of the brand” aka finished product. For the same price, PGAV would be willing to swap out the imagery / final product vs. the brand strategy, products and creative expression of the brand. They would still do the market research.

An example was provided: Ft. Ticonderoga wanted to figure out how to get people to stay overnight because they left at dark. One of the products PGAV developed was a light show to keep people in the park later, thus giving them a need to stay overnight.



If we chose to keep Phase II as proposed, it would be an additional \$42,000 for the logo and creative expressive of the brand. The “Brand” is an emotional connection between the product and the public, it’s not a physical “logo.”

K. Perry made the motion that we swap out the tourism deliverable products and engage PGAV for Phase II for the creative expression of the brand, brand strategy and marketing research that goes with it. B. Matt seconded the motion. After some discussion, E. Jett suggested modifying the motion to ask PGAV to approve doing both the original proposal for Phase II as well as the creative expression of the brand for \$77,000 instead of \$119,000. T. Sappington made the motion to approve option. There was no second. K. Perry said he will not go back to them to negotiate for a different proposal.

With no resolution on the PGAV motions, the board went back to discuss proposals from Marketing Alliance regarding a logo with tagline / brand image, identifying a brand message, clear and concise mission statement.

B. Matt made the motion to ask Marketing Alliance to do the \$7,500 package. N. McKie seconded. K. Perry opposed the motion. T. Sappington and C. Dinkins abstained from voting.

C. Dinkins agreed to follow up with PGAV to ask them to give expectation of why \$42K vs. \$77 vs. \$119 for their different proposals.

N. McKie modified the motion for Marketing Alliance to modify our current logo or one that N. McKie may come up with for their proposal of \$1-2,000. B. Matt, seconded the motion. K. Perry opposed the motion. T. Sappington and C. Dinkins approved. Motion passed

15. Grant Applications: E. Jett provided the following update.

USDA is doing essentially the same type of loans that ICEP is doing. The benefit of utilizing these grants is using government money for lending purposes. Luke 16 will be useful in this instance as an intermediary. The grant features are for entrepreneurs for Iron County. This would include loaning out the monies, managing the money and as an initial funding source for Luke 16. This also allows ICEP the ability to go more into Industrial Development aspects.



Opportunities of partnering with Arcadia Valley Industrial Development for the same purposes was discussed. A meeting is scheduled 4/20 with AV Industrial Development to further discuss.

16. **Possible change of ICEP Regular Board Meetings:** Discussion regarding changing the meeting from the 2nd Thursday to either 1st or 4th Thursday. B. Parker requested consideration of this change because the AV school board meeting is on the 2nd Thursday and some people who have to attend the school board meeting would like to be able to attend ICEP meetings too. T. Sappington made the motion to move the ICEP Board meetings to the 1st Thursday of each month beginning in May. B. Matt seconded the motion. All directors present approved. Motion passed. S. Francis will send an Outlook calendar invitation to all with this change of date.
17. **Closed Session:** K. Perry made a motion to go into Closed Session. B. Matt seconded. All approved.

After finishing Closed session business, K. Perry made the motion to adjourn Closed Session and return to Open Session. T. Sappington seconded the motion. Motion passed.

A unanimous vote during the Closed Session discussion of the Bylaws was made to remove C. Spitzmiller from the Board of Directors. The opening of this vacant board position will be posted on our website.

18. Returning to discussion of the Regular ICEP Board meetings, B. Matt made a motion to limit meetings to 3 hours, 3.5 hours at maximum. C. Dinkins seconded the motion. Discussion followed including suggestions that anything over that amount can be continued to the next meeting. Adding a time frame for each agenda item could be helpful in keeping meeting to a 3-3.5 hour time frame. Sending out all information ahead of time for board to review, making suggested changes to the minutes or treasurer's report by replying to all so a brief discussion and vote can be ready at the meetings. All agreed this is a good idea.

B. Matt made a motion to adjourn the meeting. T. Sappington seconded. Meeting adjourned.

Respectfully submitted,
Sandy Francis, Director of Partnership Development