

***Council Proceedings, February 22, 2023***  
***Ishpeming, MI 49849***

The Special meeting of the Ishpeming City Council was held on Wednesday, February 22, 2023 in the Council Chambers at City Hall. Mayor Jason Chapman called the meeting to order at 4:30 p.m.

Present: Mayor Jason Chapman, Councilmembers Lindsay Bean, Pat Scanlon, and Stuart Skaug (4). Absent: Councilmember Elizabeth Firby (1). Also present was City Manager Craig Cugini. Attorney Bridges was absent.

AGENDA COMMENT – Public comment was offered via Zoom and in person. There was no agenda comment.

**NOTIFICATION OF WAGE CHANGE FOR PART-TIME LIBRARY ASSISTANT**

Manager Cugini notified Council with the promotion of one of the Part-time Library Clerk's at the Carnegie Library to a full-time Librarian position, Library Director Jesse Shirtz would like to create a part-time Librarian Assistant in place of one of the Part-time Library Clerk's. The wage for the part-time Librarian Assistant would be increased by one dollar to \$15.00 per hour.

**LAKE SUPERIOR COMMUNITY PARTNERSHIP (LSCP)**

**a. 2022 Final Presentation**

Christopher Germain, Chief Executive Officer Lake Superior Community Partnership, provided an overview of the LSCP including the LSCP structure and partnerships as well as services and programs.

He reviewed the 2022 focus areas and summarized what had been worked on and completed in various categories which included Neighborhood Improvement Planning and Remediation; Redevelopment Ready Communities (RRC); and communications and marketing support. He noted the "State of the City" under communications and marketing has not yet been done but would be done in 2023 and placed into the 2023 deliverables.

He reviewed the 2023 focus areas which included Redevelopment Ready Communities; Blight Management Plan Implementation; Housing; and Marketing.

He indicated the City should be Redevelopment Ready Communities certified in 2023. He reviewed the return on investment for being RRC certified.

There was further discussion related to blight and rental housing in the area.

**b. 2023 Contract – Deliverables**

Christopher Germain advised the price would remain the same as last year at \$50,000 for 2023.

A motion was made by Councilmember Scanlon, supported by Councilmember Bean and carried unanimously to continue with the contract with LSCP for the 2023 list of deliverables in the amount of \$50,000.

**STRATEGIC COMMUNICATIONS PROPOSAL FROM SIREN**

Adela Piper, Chief Marketing Officer for Siren and Lindsey Grasso Co-Founder and CEO of Siren introduced themselves to the City Council. They highlighted some of their finding in researching the City. They further noted there were many misperceptions and Facebook does become a place for confusion to escalate.

There was discussion on how strategic communication could help the City. They advised Siren's approach would including listening, a positive narrative, opportunity to tell stories through media, and building a communication engine. Also reviewed was the scope of work: Discovery Phase; Write and Plan Phase; Launch Communications; and Ongoing Communications. They would guide the Ishpeming to a new level and build trust with the community.

There was discussion related to the full scope of the strategic communication partnership with Siren in the amount of \$8,950 per month for 12 months versus shortening the scope from 12 months. Lindsey Grasso advised this could be done but she would not suggest it.

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It was felt LSCP and Siren would complement each other in getting work completed; but there were some concerns expressed over the assumptions that were included in the proposal. There was further discussion related to the scope of work and the cost of the proposal.

A motion was made by Councilmember Scanlon, supported by Councilmember Bean carried unanimously to move forward with the Siren proposal as presented.

**ADJOURNMENT**

At 8:30 p.m., a motion was made by Councilmember Scanlon, supported by Councilmember Skauge, and carried unanimously to adjourn.

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "Cathy Smith", written in dark ink.

Cathy Smith  
City Clerk