Ishpeming Downtown Development Authority
Regular Meeting Minutes
Monday, August 24, 2026

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1. CALL TO ORDER

The regular meeting of the Ishpeming Downtown Development Authority was held on Monday, August 24, 2026, in the Council Chambers at City Hall. The meeting was called to order by Member Brett Argall at 4:00 p.m.

2. ROLL CALL

Present: Lisa Petersen, Bailey Knight, Antonio Adan, Brice Sturmer, Tamara Doney, Krystan Beaumont, Brett Argall, and Randy Scholz (8). Absent: David Aro and Kelly Milano (2). One vacant seat (1). Also, present was DDA Liaison Diana Sundberg, Linda Andriacchi, Beautification, and Lexi Hart, DPW/ Deputy Clerk.

3. PUBLIC COMMENT – No public comment.

4. APPROVAL OF AGENDA

A motion was made by Member Scholz, seconded by Member Peterson, and carried unanimously to approve the August 24, 2026 agenda as presented.

5. APPROVAL OF MINUTES

A motion was made by Member Scholz, seconded by Member Beaumont, and carried unanimously to approve the July 27, 2026, minutes as presented.

6. WELCOME AND INTRODUCTION OF NEW BOARD MEMBERS

Diana Sundberg provided a brief introduction of the two new DDA Board members and extended a warm welcome to both. Mrs. Sundberg stated that Tamara Doney will represent the Ishpeming School District on the Board. She also noted that Bailey Knight, a longtime Ishpeming resident, is opening Honey Haven Bakery in the former Oasis location. The Commission members joined Mrs. Sundberg in welcoming Tamara and Bailey to the Board.

7. MONTHLY REPORTS

a. Finance Report

Antonio Adan provided a brief update, stating that the Land Bank had submitted a reimbursement request for the Anderson Building façade grant but had not yet received a response. He expressed hope that a response would be received within the next week or so.

A motion was made by Member Sturmer, seconded by Member Scholz, and carried unanimously to accept the financial report as presented.

b. Beautification Report

Linda Andriacchi, Beautification, reported that several individuals have expressed interest in taking over watering duties; however, the DPW is currently continuing to handle the watering. Regarding Christmas decorations, Ms. Andriacchi stated that she has been having difficulty finding a supplier for evergreen materials.

Diana Sundberg reported that, prior to the COVID-19 pandemic, the DDA hosted a Beautification Committee breakfast. The breakfast was open to anyone interested in participating in downtown beautification efforts and provided an opportunity for volunteers to share ideas and brainstorm projects. Mrs. Sundberg noted that the event was very successful and that the DDA is exploring the possibility of bringing it back next year.

Krystan Beaumont raised the ongoing discussion of installing Christmas lights downtown. She provided a rough estimate of approximately $100 per 100 feet of lights and stated that an estimated 1,200 to 1,600 feet of lights per block would be needed for a zigzag lighting display. Further discussion took place among Commission

members regarding various Christmas lighting ideas. The Commission agreed to table the discussion and place the matter on next month's agenda.

Ms. Beaumont also reported that the Farmers Market will be extended through September and that a new event is planned for October in the same area. She expressed interest in creating a fall-themed atmosphere for the event by incorporating items such as hay bales, corn stalks, and other seasonal decorations. Ms. Beaumont noted that decorating to reflect the changing seasons would help enhance the appearance and experience of community events.

c. DDA Liaison Report

Diana Sundberg, DDA Liaison, provided a handout containing her monthly report and gave a brief overview of its contents. The report included updates on business development, downtown events and promotions, downtown initiatives, and priorities for the coming month.

Among the key highlights, Mrs. Sundberg reported meeting with one prospective business interested in locating in Ishpeming and coordinating with MEDC and Brownfield staff regarding development opportunities. She also noted that she conducted two ribbon-cutting ceremonies for Ishpeming businesses.

Mrs. Sundberg assisted with the Farmers Market and Music events, participated in Ishpeming Community Events Committee meetings, and attended Kriskindl Market planning meetings. She also recorded a radio commercial for the Kriskindl Market with Kevin Corkin and the Radio Results Network.

Additionally, Mrs. Sundberg facilitated the Redevelopment Ready Communities (RRC) Certification Celebration, coordinated a Michigan Downtown Association event and training, worked on Social District planning efforts, and met with the Beautification Committee.

Upcoming priorities include meeting with the prospective business, continuing coordination with MEDC and Brownfield staff, and advancing the development of the Social District and Kriskindl Market.

d. Ishpeming Community Events Report

Member Krystan Beaumont reported that the Farmers Market will be extended through September. She also stated that planning is underway for the Trunk or Treat event, which will be held on Halloween, October 31, 2026, from 1:00 p.m. to 3:00 p.m. on Main Street in the area currently used for the Farmers Market.

Ms. Beaumont further reported that the Committee is working to increase business participation in Ladies Night Out and is seeking additional floats for the Christmas Parade.

8. NEW BUSINESS

a. Social District Presentation- Diana Sundberg

Diana Sundberg presented information regarding the proposed Social District. She explained that staff is requesting authorization from the Board to move forward from the preliminary business outreach phase into the formal development of the Downtown Ishpeming Social District. This would include refining the proposed Social District and Commons Area boundaries, coordinating with City departments, and preparing final materials for City Commission and Michigan Liquor Control Commission (MLCC) review.

Mrs. Sundberg provided an overview of what a Social District entails, explaining that participating businesses approved by and issued a Social District Permit through the MLCC may sell alcoholic beverages to customers, who may then possess and consume those beverages within the designated Commons Area of the Social District. She emphasized that all State of Michigan and City of Ishpeming laws and ordinances regarding

alcohol consumption, public intoxication, impaired driving, and open containers would continue to apply both within and outside the boundaries of the Downtown Ishpeming Social District.

Mrs. Sundberg noted that the Social District would have clearly defined boundaries, designated Social District cups, and oversight by the City of Ishpeming for the management and operation of the district. She presented a working map showing a potential Social District boundary, proposed Commons Areas, and eight potential participating downtown businesses. She stated that a minimum of two participating businesses would be required to establish a Social District and thanked Matt Loos for his assistance in creating the working map.

Mrs. Sundberg further explained that the proposed boundaries are being designed to avoid areas such as the schools, library, post office, and skate park, although the boundaries are still under review. The proposed hours of operation for the Social District would be Monday through Sunday from 11:00 a.m. to 11:00 p.m. She stated that the current focus is establishing a clear operational structure and preparing a comprehensive proposal before presenting it to the City Commission. Mrs. Sundberg also reported that she is researching signage requirements and noted that a one-year review would be conducted to evaluate the effectiveness of the Social District. She added that the City, DDA, Police Department, etc., would all share responsibilities related to the management and maintenance of the Downtown Ishpeming Social District.

A motion was made by Member Scholz, seconded by Member Peterson, and carried unanimously to direct DDA staff to proceed with the development of an Ishpeming Social District, including continued outreach and coordination with potential participating businesses; development of proposed Social District and Commons Area boundaries; preparation of a Management and Maintenance Plan; coordination with City departments, law enforcement, Public Works and the City Attorney; and preparation of a final proposal for consideration by the DDA and City Commission.

Further discussion took place between the commission regarding the Downtown Ishpeming Social District.

b. RRN Update and Renewal- Caleb Gordon

Caleb Gordon of Radio Results Network (RRN) provided an overview of the proposed 2027 Radio Marketing Package. The proposal includes the renewal of the existing Ishpeming DDA Educational Feature Campaign, consisting of 60-second messages that would air a minimum of two times per day on the following stations:

92.3 WJPD - Fresh Country
100.3 The Point - Classic Rock
94.9 The Bay - Today's Hit Music
Maverick 96.7 - Classic Country
1320 WDMJ - Classic Hits

The proposal also includes the addition of two Marquette Radio Group Stations, with 60-second messages airing a minimum of two times per day on:

94.1 The Breeze - Soft Rock
99.5 K-Rock - Active/Alternative Rock

Mr. Gordon stated that the current package costs $599 per month. With the addition of the two new stations, the proposed package would increase to $899 per month.

Diana Sundberg reported that she has received significant positive feedback from community members regarding the radio messages. She also noted that RRN has done an excellent job coordinating its Facebook

content with the topics being promoted in the 60-second radio spots. Member Adan added that he has heard positive feedback from neighboring communities as well and noted that the campaign appears to be effectively reaching the public.

A motion was made by Member Beaumont, seconded by Member Sturmer, and carried unanimously to approve the renewal of the 2027 Radio Results Network contract with the addition of two radio stations for $899 per month.

9. ROUNDTABLE

Diana Sundberg expressed her excitement about continuing to move forward with the Social District initiative and the City's recent Redevelopment Ready Communities (RRC) certification. She stated that she is enthusiastic about the positive momentum surrounding downtown development efforts.

Antonio Adan stated that he had nothing but positive remarks to share. He emphasized the importance of cooperation among DDA members to ensure that responsibilities are shared and that no one person becomes overwhelmed. He thanked the Commission members for stepping up and contributing to ongoing efforts. Mr. Adan noted that the work taking place downtown is extremely important for the City and that there remains significant opportunity to continue improving and strengthening the downtown area.

Brice Sturmer commented on the amount of activity and momentum generated by both the DDA and the community, stating that the City is moving in the right direction. He also provided an update on the Rollie's project, noting that he is currently awaiting the appraisal before finalizing the project's financial components. Mr. Sturmer estimated that the project is approximately six to eight months from completion.

Brett Argall welcomed the two new Board members, Tamara Doney and Bailey Knight, to the DDA. He also thanked former Board members Tacy Magnuson, Brian Buchanan, and Carrie Meyer for their service and contributions to the DDA.

Randy Scholz had no comments.

Bailey Knight reported that plans for her bakery are progressing well and that she is currently awaiting contractor bids. She noted that she has received positive feedback from former customers, many of whom are excited about the opening of Honey Haven Bakery in Ishpeming.

Krystan Beaumont had no comments.

Lisa Peterson welcomed Tamara Doney and Bailey Knight to the DDA Board. She also reported that her business, The Mather, has experienced a significant increase in customers from all different communities after opening the downstairs restaurant/bar.

Tamara Doney thanked the DDA Board for the opportunity to serve and stated that she is excited to be a member of the Board.

10. Ishpeming Downtown Development Authority Strategic Plan, walking tour, and board input with Mark Miller, Carlisle/ Wortman Associates, Inc.

Mark Miller, Community Planner with Carlisle/Wortman Associates, Inc., provided a brief introduction and project update regarding the Ishpeming Downtown Development Authority Strategic Plan. He stated that the public input and DDA input phase of the project is nearing completion. Mr. Miller encouraged the two newly

appointed Board members to contact him with any comments, observations, or potential changes they believe should be considered as the plan progresses.

Mr. Miller reported that he has obtained GIS data from both Central Upper Peninsula and Marquette County sources, which may assist in the development of mapping components for the Strategic Plan. He also noted that he is exploring opportunities to build relationships with economic development organizations that could be incorporated into the Strategic Plan and provide long-term benefits to the community.

Prior to the planned walking tour, Mr. Miller requested input from Board members regarding aspects of the downtown area they like, dislike, or would like to see improved. He stated that feedback concerning downtown conditions, business activity, and potential opportunities for enhancement would help guide the development of the Strategic Plan.

ADJOURNMENT
At 5:02 p.m. a motion was made by Member Scholz, supported by Member Adan, and carried unanimously to adjourn.

Lexi Hart

Lexi Hart, DPW Clerk/Deputy Clerk