

Board of Directors Meeting

Wednesday, August 12, 2026 - 8:45 AM

Chamber of Commerce Conference Room

Call Meeting to Order - President Debbie Stouffer called the meeting to order at 8:36 AM.

BCCC Mission Statement - The mission statement was read by Dianne Koskinen.

Roll Call -

- Board Present: Debbie Stouffer, Daniel Mares, James Tolan, Danielle Reeves, Chris Davidson, Burt Mason, Rhonda Nachtigall.
- Board Absent: Cody Mayer (absent), Nathan Grave (absent), Stacy Froese (excused).
- Staff Present: Mary Mervar, Dianne Koskinen

Guests and Visitors - None.

Consent Agenda -

Agenda 8/12/26, Minutes 6/10/26

Discussion: Additions to agenda discussion items E. Letter of support for tourist information signs, F. Grant follow-up from KBOCC.

Action: A motion to approve the consent agenda with two additions was made by Burt Mason, supported by Dan Mares. Motion carried with all in favor.

Board Training - Chris Davidson, L'Anse Area Schools: Chris provided an overview of LAS, highlighting several points of pride within the district. He noted the strength of their CTE program, strong outcomes for at-risk students, active extracurricular offerings, and a 98% graduation rate. He also emphasized the district's financial stability and ongoing collaboration with KBOCC. Chris outlined current challenges, including declining enrollment and personnel turnover, and described efforts underway to address both. During the question period, he reported that state funding is \$10,250 per pupil, LAS currently enrolls 480 students K-12, and there is no discussion of a merger with Baraga Area Schools.

Support Staff Report -

- Dianne: Thank-you cards were presented from Bay Ambulance for Camp 911, Friends of the Library for the Summer Reading Program, and Kaleidoscope for their summer programs; a Facebook shout-out recognizing the Baraga County Yard Sale was shared; the golf tournament report was presented with Debbie thanking Mary, Dianne, and the volunteers for their hard work; an update on the Business Anniversary policy was provided; and it was announced that SBA representative Brandon Aldolph plans to visit in September to tour Massie Manufacturing and L'Anse Manufacturing.
- Mary: Looking for Lunch & Learn ideas for 2027.

Action Items -

- A. Board Member Appointment - Kelly Engle

Discussion: No confirmation from Kelly Engle on accepting the appointment.

Action: Motion by Dan Mares to take no action, supported by Chris Davidson. Motion carried with all in favor.

Discussion Items -

- A. Chamber Core Values and Strategic Planning - Attendees completed the core-values survey during the meeting. The survey will also be distributed to absent board members, Chamber members, and shared on social media. Dianne will prepare a polished, promotional version to accompany the survey rollout. Will Cronin will use the collected survey results to support the Chamber's strategic planning discussion at the September board meeting.
- B. Baraga Bucks - Table for September meeting.
- C. Advertising - The Chamber currently has no allocated advertising budget, but is exploring options and anticipates including advertising in the next budget cycle. Dianne contacted the L'Anse Sentinel regarding a potential monthly "Chamber Chat" column and is awaiting their response. Additional promotional opportunities may exist through the Copper Country Today radio program with Todd Van Dyke and the Eagle Radio morning show. Dianne suggested incorporating advertising for business anniversaries into the Chamber's existing anniversary-recognition policy. She will also reach out to other chambers to learn how they structure and fund their advertising efforts.
- D. Meeting adjustments (September and November) - The BOD agreed to extend the September meeting by one hour to accommodate the strategic planning session. The meeting will run from 8:30 AM to 10:30 AM. No one reported a conflict with the November meeting, scheduled on Veterans Day; therefore, the meeting will proceed as planned.
- E. Letter of support for tourist information signs – The Board discussed providing a letter of support for the Convention & Visitors Bureau (CVB) regarding tourist information signs to be updated featuring QR codes for local events and points of interest. Motion by Burt Mason, with support by Dan Mares to create a letter which will be circulated for Board review prior to issuance.
- F. Grant follow-up from KBOCC - KBOCC applied for a grant through JP Morgan Chase regarding sustainable Chamber-College partnerships. Although the grant was not awarded, there is still opportunity for collaboration.

Committees Updates -

- **Next Gen** - no report.
- **PLAN** - see notes in the board packet.
- **Membership** - Reminder letters will be mailed to members who have not completed their renewals by the first week of September. Members who have paid have been updated in the Chamber's online directory, including a brief business description or key highlights.

Announcements / Members' Good News -

- Hardwood Steakhouse 20 year anniversary celebration August 22 from 2PM until 9PM.
- Bay Auto customer appreciation open house August 18 from 11AM until 2PM.

Next Meeting - The next BCCC board meeting will be held on Wednesday, September 9, 2026, in the Chamber conference room. Closed session at 8:30 AM. Open session at 8:45 AM until 10:30 AM.

Adjournment -

Action: A motion to adjourn at 9:46 AM was made by Dan Mares, supported by Chris Davidson. The motion carried with all in favor.

MINUTES