

**Study Session Meeting – Council Chambers, Ely City Hall  
March 27, 2018**

**CALL TO ORDER**

Mayor Novak called the study session to order at 5:30pm.

**Present:** Council Members A.Forsman, Kess, Debeltz, Omerza, Callen, D.Forsman and Mayor Novak

**Absent:** None

Council Member A.Forsman stated that March 29<sup>th</sup> is Vietnam Veterans Day; Forsman took a moment to thank the veterans.

ADDITIONS OR OMISSIONS: None

REQUEST TO APPEAR: None

OLD BUSINESS: None

NEW BUSINESS: None

**OPEN FORUM:**

Discussion/Brainstorming on Tourism

Mayor Novak opened the meeting by discussing what the City of Ely does for tourism. The city provides in kind services for events in Ely that can equal more than \$10,000. The city is working on a Trailhead project where 3 trails will come into Ely. The City is working on a Mountain Bike Trail at Hidden Valley. The city is also working on a joint marketing project to attract visitors from Giants Ridge and Fortune Bay to promote Ely Area attractions.

Mayor Novak asked what draws people to Ely: the Economy – government, St. Louis County, Ely Bloomenson Community Hospital, Schools, Department of Revenue, Vermilion Community College, etc. and Tourism – Events like the Blueberry Arts Festival, Harvest Moon, Marathon, Winterfest, Baseball, etc.

Mayor Novak asked what else can be done and how can we coordinate our efforts. Mayor Novak stated after this meeting we will potentially form a task force with a representative from each group.

Open Discussion was held and the following ideas were brought forward, approximately 35 people were in attendance.

- Ely Watercolor Club (Ely Arts Groups) working together with other groups for events
- Common place to collect brochures for events
- Kite Flying Group
- Ski Club – Fat Tire Bike Race
- Hidden Valley a destination in the summer – Disk Golf Course
- Longwood International Tourism Study
- Additional Baseball Field with Artificial Turf- more teams for tournaments and with artificial turf could get college teams in early spring.
- Appeal to the younger visitor with more attractions
- Trying to get the Millennial generation more involved
- Broadband High-speed internet and Internet Expansion – Elyite website will be coming soon with a positive vibe of Ely
- Arts and Culture huge drive in Ely
- Need more new volunteers to help with events
- New and Improved – not doing the same thing year after year or event after event – What’s new to the event or new to Ely? What’s New and Updated?
- Advertising – Simpler the better – People remember simple
- Coordinating another event same weekend as a different event. Example: Car Show and Art Show? Bring more people to town with different preferences. Event coordinators work together with events to promote together.
- Trolley System from Giants Ridge or from other tourism areas (Northshore) to spend the day in Ely – Regional Transit Transportation to Attractions
- People need a reason to come to Ely – Woods, Water, and Snow
- Promoting Ely to different Segments of people : Retired, Families, College aged, etc
- How to get people to Ely on busy weekends when hotels may be full? Bus Trips from Duluth, Cities, Northshore, etc.
- Kindness and welcoming is also what brings people to Ely and back to Ely
- Trailhead Project
- Getting people from the Iron Range to Ely for a weekend or a day
- Cross Marketing

Mayor Novak stated that if anyone has any additional ideas to call, email, or text him and he will put together a list. If anyone is interested in participating in a future meeting to let him know.

ADJOURN

Mayor Novak adjourned the meeting at 7:01pm

Casey Velcheff  
Deputy Clerk