

Martin County Economic Development Authority (MCEDA)
April 4, 2011
Board Meeting Room

The meeting was called to order by President Sukalski at 5:21 p.m. Board members present were: Pierce, Clark, Potter, Schmidtke, Grupe, and Baarts. Other present were: Scott Higgins, County Coordinator and Bryan Stading, RCEF Director, Jon Herzog, Business Facilitator for Martin County, Jennifer Brookens, Sentinel Reporter

Sukalski introduced and welcomed Larry Baarts who is replacing Steve Pribyl. Mr. Baarts stated he is looking forward to serving as a board member of the EDA.

Motion by Grupe, seconded by Clark to approve the agenda with one addition-Approve Strategic Plan. Carried unanimously.

Motion by Schmidtke, seconded by Potter to approve the minutes of the March 7, 2011 regular meeting. Carried unanimously.

Herzog presented and reviewed a draft outline as a result of special meeting held by the EDA Board on March 21, 2011 pertaining to the planning of "Town Hall" meetings. The objective of these meetings is to take a proactive approach to identify and mitigate the financial challenges both the private and public sectors are facing in these tough economic times, and to develop sustainable solutions for the local economy. The meetings will provide opportunities to identify the current and future challenges and opportunities from both the private and public sectors. The subsequent steps will be to build an action plan and communicating the research and results to all key leaders and citizens in the county, and to implement the strategies.

Clark stated that it may be too broad based and need to narrow it down and be more specific on what issues we need to prepare for. Pierce suggested the need for identifiable issues and concerns. Grupe stated that the meeting should not be open to everything. Potter stated an issue that our small cities are facing is the lack of funds for demolition of old buildings in their towns. Sukalski stated that he would talk to a communication firm to get input on how we should proceed with the town hall meetings. Clark concurred. Grupe reiterated the need to narrow the focus. Otherwise, there may get to be too many issues to handle. We need to determine how these meetings will be structured (i.e. meet with Schools, cities, townships). Schmidtke suggested that if we hold these meetings with the various governmental or business entities that they be held on separate nights. Sukalski stated that we need to continue to move forward on this project and discuss at the next board meeting.

Stading and Herzog reviewed the monthly client report. Over the past month, there were a total of 18 sessions for a total of 58.79 hours.

Herzog gave updates on the newly created website stating that bio's from some of the board members are still needed. Herzog stated that the first radio program is scheduled

and will need to get schedules of the other members for their radio spots. The radio programs will run over the course of the year. There will be 14 minute and two minute spots. These spots will be aired around 7:45am. It was asked of the Board the need for a name for title for the EDA radio program. It was determined to keep it simple and make sure the brand the Martin County EDA IGNITE was used.

Clark suggested the need to have businesses that have used the EDA's services and are successful to be included in the radio spots. The Board concurred.

Herzog presented the EDA Annual Report to the board for review. The report will be presented to the County Board during their regular meeting on April 5, 2011. After further discussion,

Motion by Pierce, seconded by Schmidtke to receive and file the 2010 Martin County EDA Annual Report. Carried unanimously.

Higgins presented the EDA's revised strategic plan. After further discussion,

Motion by Clark, seconded by Grupe to approve the EDA Strategic Plan, Whereas the plans have established priority areas as follows, Business Facilitation, Marketing Outreach, Community Projects, County Education, Funding, and Business Resources (Community Assets Building), Whereas, each Priority has a listed goal and objectives, and who is to complete those goals. Carried unanimously.

Discussion ensued on the need for new promotional materials (i.e. pens, shirts). By consensus, the board directed staff to develop proposals and recommendations for the next meeting.

Higgins stated that there were not bill listing for the meeting and would bring to the May meeting.

The year to date financial reports were also presented and reviewed by the Board.

Motion by Grupe, seconded by Baarts to receive and file the CY 2011 year to date financial reports for the EDA. Carried unanimously.

May 2, 2011, starting at 5:15 p.m. at the Courthouse (Fairmont).

With no further business to wit,

Motion by Pierce, seconded by Clark to adjourn. Carried unanimously.

Meeting adjourned at 6:34 p.m.

Lawrence Sukalski, President, MCEDA

Attest: Randy Grupe, Secretary/Treasurer

