

Martin County Economic Development Authority (MCEDA)
November 12, 2007
Commissioner Board Room

The meeting of the Martin County Economic Development Authority (MCEDA) was called to order by Chairman Sukalski at 5:33 p.m. Those present were: Pierce, Kotewa, and Boler Absent: Clark, Schmidtke, and Grupe. Others present were Scott Higgins, County Coordinator, Bryan Stading, RCEF Facilitator, Kathie Davis, Resources Options, Kay Sauk, WomenInc, and Ruth Theobald, AdPros.

Motion by Boler, seconded Pierce to approve the agenda. Carried unanimously. Carried unanimously. Carried unanimously.

Motion by Boler, seconded by Kotewa to approve the minutes of the October 8, 2007 as presented. Carried unanimously.

OLD BUSINESS

No Old Business

NEW BUSINESS

There was no presentation by the Blue Ribbon Foundation (Fairmont).

Theobald presented *IGNITE-An Entrepreneur and Business Network* logo for the new EDA Entrepreneurial and business facilitation program. Theobald also presented a mock up of the IGNITE invitation to be reviewed by the Board. It was suggested that the IGNITE program be held on Thursday, November 29th, 4pm-8pm at the KC Hall in Fairmont, and a short program to begin at 5:30pm. The program would provide an opportunity to recognize and thank all those who contributed to the event and to provide a testimonial from one of our own entrepreneurs in the County. It was suggested that Kay Sauk of WomenInc. It was stated that this event will need to be promoted heavily with newspaper ads and possible radio. An ad was also reviewed and by consensus of the Board to run in all county newspapers. Also suggested was to include this promoting this event on the Mike Murphy show on KSUM.

An estimate was presented for the printing of invitations, mailing (parcel post) of the invitations, one 6' x3' banner and other miscellaneous items.

Boler stated his concern for the cost involved with the printing and mailing of 11,500 invitations and suggested that not all mailboxes in the county would need this invitation such as the assisted livings facilities. It was suggested that it may be possible that those

who live in such facilities may know of their own relatives or know of someone who may benefit from this event.

Theobald stated that the quotes are just an estimate and would need to firm up better.

Pierce stated that the Board should promote this heavily in order to get the word out and build people's interest in the new IGNITE program. Kotewa, along with Sukalski concurred.

Davis stated that the Board needs to be the biggest part of the IGNITE program in order to show ownership to the new program. This is a one time opportunity to get people interested.

The "program" portion of the meeting was discussed and would include a Welcome/Introduction, Presentation of IGNITE and what it is all about, a main speaker/testimonial (it was suggested that Kay Sauk, WomenInc give a testimonial), presentation of appreciation certificates that include Representative Bob Gunther, DEED, RCEF, Martin County Board of Commissioners, Closing Remarks. Sukalski will provided the welcome and introductions and the other Board members will fill in other areas of the program.

There was discussion on the various business service providers (i.e. Southern Minnesota Initiative, DEED, Legal Corp, RCEF, SBDC, Region 9, etc.) Entrepreneurs, as well as other agencies that may be able to set up and give information to the public.

The food service included getting the Pork Producers to take care of the food to a caterer to include coffee, punch, relish trays, cake.

After further discussion,

Motion by Kotewa, seconded by Pierce to approve the *IGNITE- An Entrepreneur and Business Network* logo as the new logo as Martin County's entrepreneur and business facilitation program name. Carried unanimously.

Boler again stated his concern of the cost of the event and suggested that it not exceed \$10,000.

Motion by Pierce, seconded by Kotewa to approve expenditures for the IGNITE kickoff event to be held on Thursday, November 29, 2007 at the Knight of Columbus Hall in Fairmont; not to exceed \$12,000. Carried unanimously.

Higgins presented a proposed agreement for services with Kathie Davis of Resource Connections for planning of the November 29, 2007 IGNITE kickoff event at \$50/hour and not to exceed \$1,500. The scope of services was reviewed. After discussion,

Motion by Boler, seconded by Pierce to approve the agreement with Kathie Davis of Resource Connections for planning services of the IGNITE kickoff event to be held on November 29, 2007; at \$50/hour, not to exceed \$1,500. Carried unanimously.

Higgins presented the announcement of the grant opportunity through the Minnesota Department of Employment and Economic Development (DEED) related to the Framework for Integrated Regional Strategies (FIRST). Higgins stated that recipients of the grant are expected to act as conveners of the “self identified” regional collaborations and can be any local or regional entity in the workforce development, economic or business development, community development or education. The objective of the grant is to organize and convene a collaboration of members to develop integrated strategies for workforce, economic development and education entities that lead to increased economic competitiveness for the region, its impact, and future activities for the region. and is due November 30, 2007. After discussion, by consensus of the Commission members present was not to apply for the grant at this stage of the development of the County EDA, yet be willing to be a part of the collaborative effort as needed.

It was determined by the Commission at this time to hold off on further review of the Business Facilitator job description at this time and talk with Bryan Stading and the RCEF Board as possible facilitator for the county.

REPORTS-No Reports

The next meeting was set for Monday, October 29, at 2:30 pm in the County Board room.

With no further business, Motion by Kotewa, seconded by Boler to adjourn. Carried unanimously. The meeting adjourned at 6:30pm.

Lawrence Sukalski, Chair, MCEDA

Attest: Chris Pierce, Secretary/Treasurer