

Martin County Economic Development Authority (MCEDA)
February 2, 2015
Board Room-Martin County Courthouse

The meeting was called to order by C. Pierce at 5:18 p.m. Board members present were: Elliot Belgard, Dan Schmidtke, Jerry Clark, Brent Schultze, and Larry Baarts Absent: Randy Grupe. Others present: Bryan Stading, Business Facilitator for Martin County EDA, Margaret Dillard, Director of Fairmont Chamber of Commerce, Bob Wallace, Former Director Fairmont Chamber of Commerce, and Mike Murphy, KFMC/KSUM radio, and Scott Higgins, Martin County Coordinator.

Motion by Schmidtke, seconded by Belgard to approve the agenda as presented. Carried unanimously.

Motion by Belgard, seconded by Schultze to approve the minutes of the regular EDA meeting held on December 1, 2014 as presented. Carried unanimously.

C. Pierce gave a brief update on the “Brain Gain” project, stating that the Margaret Dillard, Director Fairmont Area Chamber of Commerce will put the website together and provide contract management. Wallace stated that it the website would include streaming video of what the county has to offer.

Murphy presented proposal for revised EDA radio program schedule. Murphy also proposed to produce new radio ads and suggested that those board members who have not completed an ad, to be the voice on the new ads.

Motion by Belgard, seconded by Clark Be It Resolved that the Martin County EDA, in an effort to continue promoting Martin County EDA-IGNITE and the business consultation services it provides to the general public and entrepreneurs; and including the need for publicity of the programs through radio interviews with Board members and/or staff, business owners, etc.as proposed. Carried unanimously.

There was discussion on the possibility of creating a “shop local” radio ad campaign. Murphy stated that he would be happy to bring a proposal to the next meeting for the board to review.

Wallace presented a request for continued sponsorship of the Area Career Exploration Event (ACE) by the EDA. The request is for \$1,500. It continues to be a very successful event. Last year there were approximately 550 students participating from area high schools in and around Martin County in the annual event.

Motion by Schmidtke, seconded by Belgard to approve \$1,500 from the EDA fund for the sponsorship of the Area Career Exploration (ACE) Event. Carried unanimously.

Higgins presented a request from the Fairmont Chamber of Commerce for their annual capital improvement of \$25 for the year 2015.

Motion by Baarts, seconded by Schmidtke to approve expending \$25 contribution to the Fairmont Chamber of Commerce toward the capital improvements in the area of technology Fairmont Chamber. Carried unanimously.

Stading gave monthly business consultation report for December 2014, which included nine (9) sessions, for a total of 13.75 hours.

Stading presented the monthly business consultation report for January 2015, which included a total of ten (10) sessions for a total of 35 hours.

Higgins reviewed the per diems and expenses for board members stating that the current per diem rate is \$30 and the new IRS mileage reimbursement rates for the year 2015 is .575 cents per mile. The official county newspaper is the Truman Tribune.

Motion by Baarts, seconded by Schultze Be It Resolved that the Martin County EDA hereby affirms the per diem rate of \$30 for meetings (not to exceed one per diem per day) and mileage reimbursement of .575 cents per mile (IRS established rate) for CY2015, meal reimbursements not to exceed \$30/day (alcohol are not allowed), including tips; and receipts are required for reimbursements. Carried unanimously.

Higgins presented the annual EDA regular monthly meeting schedule.

Motion by Belgard, seconded by Schultze, Be It Resolved that the Martin County EDA hereby sets the regular EDA Board meeting dates the first Monday of each month, starting at 5:15pm in the County Board of Commissioners meeting room, located at the Martin County Courthouse, 201 Lake Avenue, Fairmont, MN. Carried unanimously.

Higgins presented the current by laws of the EDA and stated that if there were any needed changes to the exiting by laws.

Motion by Clark, seconded by Schmidtke, Be It Resolved that the Martin County EDA have reviewed the existing By-Laws of the Economic Development Authority of Martin County, MN; and the By-Laws are affirmed as written. Carried unanimously.

Higgins informed the board that during the initial Blandin Broadband Communities meeting held last month, it was asked of those present to indicate whether or not they would be willing to serve ton the County Broadband Committee. Higgins presented a listing of those interested in serving on the Committee and asked the Board to review and to give a recommendation to the County Board for approval.

Motion by Clark, second by Pierce to approve and recommend those individuals as presented to serve on the Countywide Broadband Steering Committee; and to approve submittal of the \$1,000 Blandin Foundation grant request to be used to offset expenses or the Broadband Steering Committee meetings. Carried unanimously.

Higgins reviewed the first Blandin Broadband Communities meeting held last month and provided the meeting materials to the Board.

Higgins presented the bills to be paid on December 1, 2014- February 2, 2015 in the amount of \$5,317.09.

Motion by Schmidtke, seconded by Schultze, to approve payment of bills as presented to be paid on December 1, 2014 – February 2, 2105 in the amount of \$5,317.09. Carried unanimously.

The Board reviewed the monthly CY2015 YTD Financial Statements.

The Chair reviewed information included in the agenda packets including the MCIT Annual Coverage letter and MCIT webinar, Annual Fairmont Chamber of Commerce Banquet-February 25, 2015; and Fairmont Chamber of Commerce Thank you Letter to EDA.

Stading reviewed quote for producing a monthly newsletter for the EDA. The total cost for the setting up template and staff time is approximately \$2,340 per year. This is a good way to promote the EDA and tell our story. This is one of the priority areas established by the EDA during their visioning session held a few months ago.

Clark stated the need to keep up the letter as well as the website updated to really keep the interest. It really needs to all come together to be effective and worthwhile.

Stading responded that is what we will be working to accomplish. As of now, the EDA does not have anything to promote itself and tell our story.

Motion by Clark, seconded by Belgard to approve the quote received for Lime Valley to create the a template for the newsletter \$300, along with staff time at an estimated 10 hours for the year -\$1,800, and purchase of Adobe Suite Software at \$20/month (\$240/month), for a total of \$2,340 for the year (\$195/month). Carried unanimously.

The next board meeting is scheduled for Monday, March 2, 2015 at 5:15pm in the Board room (Martin County Courthouse).

With no further business to wit,

Motion by Belgard, seconded by Baarts to adjourn the meeting. Carried unanimously.

The meeting adjourned at 6:34 pm.

Chris Pierce, President, MCEDA

Brent Schultze, Secretary/Treasurer