

**Martin County Economic Development Authority (MCEDA)**  
**March 7, 2016**  
**Board Room-Martin County Courthouse**

The meeting was called to order by Randy Grupe at 5:15 p.m. Board members present were: Elliot Belgard, Jerry Clark, and Dan Schmidtke. Absent: Larry Baarts, Chris Pierce, and Brent Schultze. Others present: Bryan Stading, Business Facilitator for Martin County EDA, Scott Higgins, County Coordinator, Kay Wrucke, Martin County Recorder, Margaret Dillard, President Fairmont, Mike Murphy, KFMC/KSUM, Rod Halverson, KFMC/KSUM and Desiree Diaz, Reporter Fairmont Sentinel.

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

Motion by Schmidtke, seconded by Belgard to approve the minutes of the February 1, 2016 regular EDA meeting. Carried unanimously.

Wrucke gave an update on the Coding camp classes stating that so far nearly 50 kids have participated in the coding camps; we are conducting one more camp this month. It has been an opportunity for the students to learn and use technology. It has been a good program, with thanks to Martin County and the Blandin Foundation for their financial support. It has been a good investment. The goal is to establish an ongoing curriculum for Coding, especially within the school districts. We are glad that students from the parochial schools have participated at well. We are nearing the end of this project.

The “Coffee Connections” or technology education classes have been going very well. These sessions provide an instructor on how to use tablets, computers, and cellphones. The use of cellphones has been the larger part of the classes. The instructors not only cover how to maximize the use of these devices, but to learn about how to use them safely (i.e. internet) and how to use other types of search engines. We have all ages attending these learning sessions and range from age 50-84 years old. There will be sessions every weekend in March, 2-3 sessions will be conducted at MRCI for their clients. Additionally there will be continued session in April on specific topics and devices. We are nearing the end of the grant period for this project. It is great that CER is getting involved to continue and offer these Tech Ed. Training sessions.

The Board thanked Wrucke for her report.

Dillard gave an update on the Community Calendar project, stating the Blandin Foundation also provided funding for getting this project up and running. We are continuing to train people how to use the system as well as inputting information into it. The project is continues to go well.

Belgard inquired if anyone has access.

Dillard responded you do have to contact our office to be able to add information to the Community Calendar.

Dillard gave an update on the new Business On line training sessions, stating that the Blandin Foundation granted \$5,000 toward the Business Training project. We have scheduled six (6) Social Media breakfast over a number of months. We have a great instructor teaching the learning sessions.

Dillard gave an update on the upcoming Area Career Exploration (ACE) scheduled for April 13, 2016 at the Fairmont High School gym, starting at 8:00am-12:00pm. We are expecting approximately 650 students from Martin County Schools and surrounding area, including schools in Iowa. Dillard stated that the Martin County ACE event is used as a model for other agencies duplicating such an event and we are proud of that.

Board thanked Dillard for the updates.

Higgins gave a brief update on the School Technology grant project, stating that the county received \$15,000 from the Blandin Foundation for schools to purchase technology devices (i.e. tablets or apps) or for training using technology for students, teacher and parents (i.e. internet safety). Higgins further stated that the four (4) school districts in Martin County are eligible for the grant funds received from Blandin and the total amount of the \$15,000 has been divided among the four county school districts. A letter was sent out notifying the school districts of the available funds and the amount allocated to the respective school districts. Each school district will then need to submit a proposal on what the grant money will be used for, within the scope of the grant and request the amount of grant funds they will need to complete the project(s).

Murphy (KFMC/KSUM) presented the annual renewal for the EDA radio programming effective May 2016 –April 2017, stating that the “Shop Local” campaign is slated for 260 spots over a 52 week period at \$21.40/radio spot for a total annual cost of \$5,564, which is a 2.9% increase over 2015.

Murphy further stated that the “Business Talk” radio program is slated or interviews for 52 weeks at \$35/interview, in addition the EDA sponsors the weather spots at \$107.10/month and sponsor streaming with the EDA logo at \$50/month, for a total annual, cost of \$3,705., which is 2% increase over last 2015 or \$25.20 increase for a grand total for both radio programs at \$9, 269.20.

Clark stated the need for the shop local program in order to stay competitive.

There was discussion on the cost of the programming, but determined that the total increase in dollars was not significant to change the programming.

Grupe inquired if there is money in the budget for this.

Higgins responded that there are funds budgeted for such promotions. However, it will be tight to cover all costs.

After further discussion,

Motion by Clark, seconded by Belgard to Be It Resolved that the Martin County Economic Development Authority (EDA), in an effort to promote shopping local and to continue to promote the EDA and business related subjects to the public (i.e. "Business Talk"), hereby approves the EDA radio programming proposal as submitted from KSUM/KFMC in the amount of \$9,269.20 for "Shop Local" advertising campaign and the "Business Talk" program. Carried unanimously.

Stading gave monthly business consultation report for February 2016 with 11 sessions totaling 51 hours; in addition gave an update with regard to non-client work, which included update on the monthly KSUM radio programming, review of the Biz Pitch event held on March 1, 2016.

Clark inquired of the status for business assistance/facilitation of a local school.

Stading responded that the assistance provided to a local school is near completion.

Higgins informed the Board that the Convention Visitors Bureau would like an EDA representative on their Board of Directors, stating if there was any board member who was particularly interested in attending the CVB's monthly meetings. Higgins stated that he would be able to attend on behalf of the Board as well. Higgins stated that the board had taken action during their previous meeting to allow members to attend.

Higgins gave an update on the Broadband Feasibility project; stating that the Request for Proposals for the study was due February 22, 2016 and thirteen requests were sent out and six were received from consulting firms. The Committee will now meet to review the six proposals and if needed, set up interviews with the selected consulting firms. Once the committee has interviewed and selected a firm, those in involved with the selection will make a recommendation to the county board for final approval and once that is done, the county can move forward to working with the firm to conduct the broadband feasibility study. Higgins noted that a copy of the Request for Proposals are included in the Board agenda packets for reference.

Higgins presented and reviewed the bills.

Motion by Schmidtke, seconded by Belgard to ratify and approve the January 5, 2016- March 7, 2016 in the amount of \$10,121.87. Carried unanimously.

The Board reviewed the monthly CY2016 YTD Financial Statements for February 2016 and monthly activity report. Higgins stated that the fund balance as of end of February 2016 is \$238,077.38.

Grupe discussed the potential to hold EDA meeting throughout the county at the various towns, so as to provide a way to reach out to the towns and meet with some of the other area business leaders, Chambers, city officials, etc. so as to let these folks know who we are and the economic development services the EDA can provide them.

By consensus, the board directed staff will work to contact and schedule a few regular EDA meetings within the various communities throughout Martin County.

Higgins reviewed the general information in the board packets, which included the Area Career Exploration Event to be held at the Fairmont High School on April 13, 2016, 8am-12pm; reviewed the Martin County/Blandin Community Project Listing 2015-2016; reviewed thank you letter from the Fairmont Chamber of Commerce for membership to the Chamber; Trimont Chamber Minutes for February; Biz Pitch general information; and EDAM Legislative Platform for 2016.

The next board meeting is scheduled for Monday, April 4, 2016 at 5:15pm in the Board room (Martin County Courthouse).

With no further business to wit,

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

The meeting adjourned at 6:09 pm.

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Randy Grupe, Vice- President

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Attest: Brent Schultze, Secretary/Treasurer