

**Board Minutes of the
Martin County EDA
July 17, 2017**

The special meeting of the Martin County Economic Development Authority was called to order by Schultze at 11:03pm. Those present were Larry Baarts; alternates for the Commissioners were Commissioners Tom Mahoney and Kathy Smith Absent: Chris Pierce, Randy Grupe, Steve Fosness, Elliot Belgard, and Dan Schmidtke. Also present were Scott Higgins, County Coordinator, Bryan Stading, RCEF, Steve Hawkins, Project 1590, and Mikayla Goukenhourer, Intern for Project 1590

Hawkins stated that the Board may recall that he and a member of the Martin County Pork Producers had presented to the EDA a few months ago on the a promotional concept for Martin County's pork production. Hawkins stated that the purpose is to promote or brand the county as "Bacon Capital USA" This was result of the Ground Up Committee, which its membership includes the Martin County Pork Producers, Project 1590, Visit Fairmont (CVB). Hawkins further stated that the promotional brand will be unveiled on July 27. 2017 at the annual Ground Up event. Then the group plans to launch and promote it at the upcoming Martin County Fair- "Martin County Bacon Capital USA" Hawkins presented a copy of the logo to the board. Hawkins stated that Chris Pierce (Board President) and Bryan Stading(RCEF, Consultant for the EDA) have been involved with this process as well and thought that the EDA Board would help contribute financially to show its support of this promotional concept and campaign. We plan to purchase approximately 150 T-Shirts, with the logo to sell to the public for approx. \$15.00/ t-shirt. There is a profit in selling the t-shirts, which the proceeds will be used to help promote "Martin County- Bacon Capital USA". This is a countywide promotion and we are asking that the County be involved with it as well. We are getting Hormel involved with this promotion. We would like to include the EDA-Ignite as a sponsor of this countywide promotion as well.

Smith asked if this Bacon Capital USA is already being used.

Hawkins stated that we are not aware of anything like this. We have checked with the Minnesota Secretary of State's Office as well and they do not have anything on record as to this statement.

Hawkins stated that we are looking to promote this brand by holding "bacon" events, advertising, and even the local restaurants can promote it as well. We are asking the local butcher shops to promote this as well on selected products.

Smith stated that she is excited about the idea and has talked to Commissioner Schmidtke about this and he is in favor of it.

Smith inquired how are you going to further promote this idea.

Hawkins stated that we plan on developing an information brochure about the county and its pork production. We will use the logo in advertising and promotional materials as well. Hawkins stated that we will use more as celebration piece of pork production in Martin County. Who

knows, maybe have a statue of a big pig. One of the best known stops in Minnesota is the Jolly Green Giant in Blue Earth.

Mahoney inquired if the Martin County Pork producers are aware the promotion.

Hawkins responded in the affirmative and stated we went to them first.

Schultze stated that the executive officers did discuss this at their budget meeting, it was proposed to provide a financial contribution of \$2,700 to the Martin County Bacon Capital-USA promotional campaign to purchase the t-shirts and the group sell them for a profit, which will then be used to purchase promotional materials in the future, and that the EDA would be considered a sponsor of this county wide promotional campaign and recommended approval.

Motion by Baarts, seconded by Mahoney, Be It Resolved that the Martin County Economic Development Authority, hereby approve the county wide promotional concept for it pork production as the "Martin County Bacon Capital USA"; and approve a financial allocation to in the amount of \$2,700 for the purchase of T-shirts to include the "Bacon Capital USA" logo insignia printed on each shirt; and to approve that the Martin County EDA -Ignite as a sponsor of the countywide promotion. Carried unanimously

Hawkins did state that we will be looking for fiscal agent for this promotion project and will be contacting the county for assistance in this area.

Hawkins thanked the Board.

With no further business to wit,

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

Meeting adjourned at 11:41 am

Brent Schultze, Board Secretary/Treasurer

Attest: Scott Higgins, County Coordinator