

Martin County Economic Development Authority (MCEDA)
November 3, 2014
Board Room-Martin County Courthouse

The meeting was called to order by C. Pierce at 5:15 p.m. Board members present were: Elliot Belgard, Randy Grupe, Steve Pierce, Jerry Clark and Larry Baarts Absent: Brent Schultze. Others present: Bryan Stading, Business Facilitator for Martin County EDA, and Scott Higgins, County Coordinator Brian Sokoloski (Kahler Automation), and Rod Halverson, KFMC/KSUM

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

Motion by Grupe, seconded by Baarts to approve the minutes of the regular EDA meeting held on October 6, 2014. Carried unanimously.

C. Pierce gave a brief update on the “Brain Gain” project and stated that there is group formed to continue steering this project and that the Fairmont Chamber of Commerce continues to be a part the project. It is expected that the group will meet in a few weeks, and will keep the Board informed of what is happening.

Higgins reviewed the six priority areas the Board established during the EDA Strategic Planning Session held on October 21, 2014. The priority areas are as follows,

1. Continue contact/visibility with al business throughout the county
2. Placing economic news on social media (LinkedIn, Facebook), including newspapers, newsletters, etc.
3. Connecting businesses to financial resources
4. Maintain a community profile on the web
5. Promote Shop Local
6. Tourism development.

C. Pierce stated that the first (1) priority area listed would coincide with Grow Minnesota Project.

Stading arrived at the meeting 5:21pm

Clark stated that the visits have gone ok. A few businesses have turned us down. We have had no complaints,

C. Pierce stated that priority number #3, the EDA seems to good job with this with the assistance of Bryan through business consultation.

Clark stated that social media is good and effective tool, but you need to have someone manage it and keep material current.

Grupe stated that the radio program is a good avenue for promoting the EDA and Ignite.

C. Pierce stated that the EDA should consider shop local campaign and include as part of the EDA radio program.

Clark stated that the Chamber of Commerce could help in development of social media marketing for the EDA.

C. Pierce stated that the EDA should continue to create some sort of brand for the county.

S. Pierce stated that it may be that Fairmont Convention Visitors Bureau could help in this area.

Stading presented the monthly client report for October 2014. There were 5 sessions, for a total of 15 hours.

Higgins stated that there have been some recent meeting/discussion on a broadband imitative through the Blandin Foundation via the Blandin Community Broad Band Program. The project focuses on changes in rural areas and communities in enhancing broadband access to businesses and residents for better broadband services. Higgins further stated that if Martin County were to be selected as a Blandin Community, the Blandin foundation could provide up to \$100,000 funding (with a required match). The purposes of the Blandin Broadband Community program is to assist the local community in educating and providing leadership development and planning assistance in enhancing the use of broadband technologies, There was general discussion on the matter. By consensus ratified approval of grant application to the Blandin Foundation Blandin Communities Program.

The board was informed that the EDA has essentially received the 32 hours of technical assistance from the Blandin Foundation.

Higgins presented the bills to be paid on November 3, 2014 in the amount of \$1,860.00.

Motion by Pierce, seconded by Grupe, to approve payment of bills as presented to be paid on November 3, 2014 in the amount of \$1,860.00. Carried unanimously.

The Board reviewed the monthly CY2014 YTD Financial Statements.

The Chair reviewed information included in the agenda packets including letter from DEED announcing the new Business and Community Development Resource Guide available on the DEED website, MAPCED quarterly meeting minutes, SMIF brochure listing small enterprise loans available through SMIF.

The next board meeting is scheduled for Monday, December 1, 2014 at 5:15pm in the Board room (Martin County Courthouse).

With no further business to wit,

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

The meeting adjourned at 5:58 pm.

Chris Pierce, President, MCEDA

Jerry Clark, Secretary/Treasurer