

**MartinCounty Economic Development Authority (MCEDA)**  
**November 5, 2012**  
**Board Meeting Room**

The meeting was called to order by Pierce at 5:17 p.m. Board members present were: Baarts, Belgard, and Schumann. Absent: Clark, Schmidtke, and Grupe. Others present were: Bryan Stading Business Facilitators for Martin County and Scott Higgins, Coordinator,

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

Motion by Belgard, seconded by Schumann to approve the minutes of the October 1, 2012. Carried unanimously.

Stading reviewed the monthly client report for the month of October 2012 with a total of eighteen (18) client sessions for a total of 34 hours.

Stading gave an update regarding the Entrepreneur Essentials class at the Fairmont Workforce Center held every fourth Monday of the month at 1pm; and stated that the radio program (KSUM) "Business Talk" program continues to go well.

Pierce opened discussion regarding creation of mobile app for the EDA and creating a brand for the county.

Stading provided information from Lime Valley Advertising, Inc. stating that the estimated cost for creating a mobile app is between \$5,000-\$12,000, and an estimated yearly fee of \$2,000/year.

Schumann stated that this is something that the EDA could work with the Fairmont Convention and Visitor's Bureau (CVB).

Pierce stated that the app needs to include all communities in Martin County. The mobile apps can be used for job recruiting purposes for our local businesses and manufacturer's.

Schumann stated that there are website apps that may be a good option instead of creating an app for the numerous mobile devices, like Black Berry, Droid, iPhone, etc.

Pierce stated the need to make sure it is developed right and that we create some sort of logo or branding for this app. Pierce stated the need to talk with a couple of advertising/promotional companies to get some ideas and development costs.

By consensus of the Board, it was determined to continue to move forward with the development of the mobile/website app and "branding" project for the EDA.

Pierce stated a need for a BRE study, however, suggested that the EDA and staff could conduct such a study and not spend the proposed \$25,000 for a full study.

Stading stated that he would be able to interview existing clients as part of the BRE study.

By consensus, it was determined to continue to develop a BRE study.

Higgins presented the October 2, 2012- November 5, 2012 bills for payment. After review and discussion,

Motion by Schumann, seconded by Baartsto approve payment of bills as presented for October 2, 2012-November 5, 2012 in the amount of \$818.85. Carried unanimously.

The year to date financial reports were also presented and reviewed by the Board.

Higgins reviewed reports/information included in the board packets with the board, which included the Southern Minnesota Initiative Foundation (SMIF) Coffee Community to be held on November 16, 2012 at the Holiday Inn (Fairmont), a letter from ITC Thank you letter and update.

With no further business to wit, Motion by Baarts, seconded by Belgard to adjourn the meeting. Carried unanimously. The meeting adjourned at 6:37 pm.

The next board meeting is scheduled for Monday, December 3, 2012 at 5:15pm in the Board room (Martin County Courthouse).

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Chris Pierce, President, MCEDA

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Jerry Clark, Secretary/Treasurer