

**Board Meeting Minutes of the  
Martin County EDA  
February 5, 2018**

The regular meeting of the Martin County Economic Development Authority was called to order by Brent Schultze at 5:15 pm. Those present were Elliot Belgard, Steve Fosness, and Larry Baarts and Dan Schmidtke. Two vacancies on the Board. Also present were Scott Higgins, County Coordinator and Bryan Stading, Director for RCEF (consultant), Mike Murphy, KSUM/KFMC Radio, and Tim Terfehr (public and prospective board member).

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

Motion by Schmidtke, seconded by Baarts to approve the January 8, 2018 regular board minutes as presented. Carried unanimously.

No Old Business

Murphy presented an annual renewal proposal for radio programming to promote the EDA and business talk and shop local programs. It is being proposed “shop local” promotion for 52 weeks at a cost of \$22.60 for a total of \$3,525.60 for the year. The “business talk” program for 52 weeks at \$35 per program for 52 weeks at a total of \$1,820 for one year. The “home page streaming banner” at \$50/month for a total of \$600 for total proposed cost for 2018-2019 at %, 945.60.

Fosness stated that he would like to at the proposal before voting and suggested bringing it up at the next board meeting for consideration.

Motion by Fosness, seconded Schmidtke Be It Resolved that the Martin County EDA Board table the proposal from KSUM/KFMC for the 2018-2019 in order to review the proposal further, until the March 2018 board meeting. Carried unanimously.

Fosness proposed a “head hunter pay” promotion. The basics of the proposal program would be to pay \$100 for a prospective business referral looking to do bring a business into Martin County. The referral would have to come with the legitimate contact information. Jackson County has done it successfully.

Belgard inquired how you would get the word out of the proposed program.

Fosness suggested through advertising in newspapers, radio, websites, etc.

Belgard suggested if we get valid referrals and a legitimate opportunity it would be good, but we would need to set up some ground rules on how it will run.

Fosness stated that it would be one way to promote business opportunity in Martin County. It could be a business looking to relocate.

By consensus of the Board, it was determined to have the Board's Executive Officers (Executive Committee) review and develop a plan for the proposed "head hunter pay" proposal.

Stading reviewed the January 2018 business consultation report with the Board. There were a total of twelve (12) facilitation sessions for a total of 20.5 hours.

Motion by Fosness, seconded by Baarts to receive and file the monthly business report. Carried unanimously.

Stading gave an update on the marketing campaign for the new Truman Café by Lime Valley Advertising (Mankato, MN), which included a timeline for various marketing media campaigns to include press releases/photo submittals, radio advertisements, a social media campaign (Facebook, Twitter, You Tube, etc.), and Google Display (develop a list of keywords, interests, create display ads, determine location and bid strategy, etc.).

Stading informed the board that the Southern Minnesota Initiative Foundation is providing a grant in the amount of \$1, 900 to go toward the marketing campaign for the "Truman Café" project.

Higgins gave a summary update on the county wide broadband project being done by Frontier Communications, stating that they have listed that 40% of the project is complete and incurred some delays initially but were able to get started last fall, but again are delayed due to the winter weather. The project is projected to be completed June 2018.

Higgins announced that Region 9 will be hosting a Connect Rural Broadband Summit in April and encouraged the board member to attend the event. The event is scheduled for April 5, 2018.

Schultze introduced Tim Terfehr as a prospective new board members and is interviewed in serving on the EDA Board.

After discussion,

Motion by Schmidtke, seconded by Fosness to recommend the appointment of Tim Terfehr to the County Board of Commissioners. Carried unanimously.

Higgins presented and reviewed the bills for approval and to ratify the bills for January 9, 2018 – February 5, 2018 in the amount of \$2,577.66 to be paid.

Motion by Belgard, seconded by Baarts to ratify the bills for January 9, 2018-February 5, 2018 in the amount of \$2,577.66.93. Carried unanimously.

Higgins reviewed the monthly EDA financial report for January 2018 with cash balance of \$268,297.87 with the Board.

Higgins reviewed the information included in the board packets as follows, Thank you letter-

Fairmont Area Chamber of Commerce; Area Career Exploration Event (ACE) agenda for the event; and nomination form from Fairmont Area Chamber of Commerce for New Business of year, Small Business of Year, and Large Business of year.

With no further business to wit,

The next board meeting is scheduled for March 5, 2018 at 5:15pm at the Courthouse.

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

Meeting adjourned at 5:55pm.

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Brent Schultze, Board President

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Larry Baarts, Board Secretary/Treasurer