

**Board Minutes of the
Martin County EDA
April 2, 2018**

The regular meeting of the Martin County Economic Development Authority was called to order by Brent Schultze at 5:15pm. Those present were Elliot Belgard, Steve Fosness, Tim Terfehr, and Dan Schmidtke. Absent Larry Baarts. Also present were Scott Higgins, County Coordinator, Bryan Stading, RCEF, Rod Halverson KSUM/KFMC radio, Mike Murphy, KSUM, Margaret Dillard, President Fairmont Chamber of Commerce.

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

Schmidtke arrived at 5:18pm

Motion by Belgard, seconded by Fosness to approve the minutes of the February 5, 2018 Board minutes as presented. Carried unanimously.

Mike Murphy, KSUM/KFMC radio reviewed the EDA radio programming contract renewals for the Shop Local ads, Business Talk and Web Streaming programs. The objective of the Business Talk program is to be informative and promote the Martin County EDA. The proposal includes “Shop Locally” three times per week at 156 programs for 52 weeks at \$22.60 per program. Total \$3, 525.60. The EDA live telephone interviews on KSUM every Monday at \$35 per program, 52 weeks for a total of \$1, 820. Martin County EDA home page streaming at \$50/month for a total of \$600 annually, for an overall total expense of \$5, 945.60.

After discussion, it was determined to delete the home page streaming at \$600 per year; Mike Murphy, KSUM/KFMC radio will review the EDA radio programming contract renewals for the Shop Local ads, Business Talk and Web Streaming programs.

Motion by Schmidtke, seconded by Fosness, Be It Resolved that the Martin County Economic Authority hereby approves and authorizes the Board Chair to sign the contract with KSUM/KFMC for radio programming, effective April 1, 2018- March 31, 2019; to include the Shop Local ads at twice per week on KFMC; the Business Talk programs to increase to run a total of twice a week; and to delete Web Streaming program for a total of \$5, 945.60. Carried unanimously.

Margaret Dillard, President of the Fairmont Area Chamber of Commerce requested that the EDA again providing funding and sponsorship for the upcoming Area Career Exploration (ACE) event coming up this year in the amount of \$1,500. The ACE event is scheduled for Wednesday, April 11, 2018 at the Fairmont High School.

High School sophomores from within the County and surrounding counties are invited to attend the event. This even creates awareness of job opportunities in the area, provides the students with face to face interaction with area employers, career options that match student skills and interests, develop job seeking skills to better understand what employers want and look for in employees.

After discussion,

Motion by Fosness, seconded by Belgard Be It Resolved that the Martin County Economic Authority hereby approves and authorizes an allocation of \$1, 500 for the 2018 Area Career Exploration (ACE) event to be held on Wednesday, April 11, 2018 at the Fairmont High School. Carried unanimously.

Margaret Dillard, President of the Fairmont Area Chamber of Commerce requested that the EDA providing funding and sponsorship for the Martin County Leadership Program for September 2018-May 2019. The board has provided an allocation of \$1,000 in previous years.

After discussion,

Motion by Schmidtke, seconded by Terfehr Be It Resolved that the Martin County Economic Authority hereby approves and authorizes an allocation of \$1, 000 in for the Martin County Leadership Program for September 2018-May 2019. Carried unanimously.

Stading reviewed the February and March 20178 business consultation report with the Board. There were a total of 18 facilitation sessions for a total of 23.5 hours for the month of February. For the month of March 2018 there were a total of 14 business facilitation session and 14 hours.

Higgins stated that the Board has briefly discussed the proposed Head Hunter Pay promotion in February (2018). The Executive Officers have met and provided the following parameters for the proposed program,

- Objective is to obtain contacts from new startups, businesses looking to move or expand operations in the county
- \$100 to individual for viable contact information of prospective business opportunity in Martin County
- Verify legitimate contacts of interested business prospect by completing required interest and contact form
- Advertise the Program in local media sources (ie newspaper, radio, social media)
- Marketing tool for attracting new business and assist existing businesses
- Promotion of County EDA Services

After discussion,

Motion by Belgard, seconded by Fosness Be It Resolved that the Martin County EDA, in an effort to promote and obtain potential contacts for new startup or businesses looking to move or expand operation in Martin County; and to provide a marketing tool for attracting new businesses and assist existing businesses to Martin County; and promote the EDA Services, hereby approve and establish the “Head Hunter Pay” Program; and to pay \$100 to individual that provide a viable contact information; and meets the requirements of established Program. Carried unanimously.

Higgins stated that the board has previously discussed developing a new business promotional program, as a way to promote the EDA and the startup businesses assisted by the EDA; to develop promotional materials and incentives that the business may be able to use to promote their business, that could be in the form of businesses resources, contacts, discounts, or other incentives provided by the EDA and or local businesses that could help the business with getting started (ie advertising certificate with local newspaper).

Higgins stated that it is being recommended that there be three different types of promotional baskets (ie marketing, accounting material, other), in order to provide an applicable needs for the startup business. Additionally, the EDA would provide \$500/ certificate for each promotional basket that would go toward cost for accounting software (ie QuickBooks) or advertising (radio, newspaper ads, etc.)

After discussion,

Motion by Schmidtke, seconded by Terfehr , seconded by Be It Resolved that the Martin County EDA, approve establishing a promotion program for new businesses start up in the County- “EDA Business Promotional Baskets”, to establish up to three different types of promotional baskets (ie marketing or accounting material, etc.); and to include businesses resources, contacts, discounts, or other incentives provided by the EDA and or local businesses that could help the new business in getting started; and to include a \$500 certificate for each promotional basket that would go toward cost for accounting software (ie QuickBooks) or advertising (radio, newspaper ads, etc.) or other applicable business need; and \$500 to be made as a direct payment to the service or purchase by new business.

Motion by Schmidtke, seconded by Terfehr Be It Resolved that the Martin County EDA, approve establishing a promotion program for new businesses start up in the County- “EDA Business Promotional Baskets”, to establish up to three different types of promotional baskets (ie marketing or accounting material, etc.); and to include businesses resources, contacts, discounts, or other incentives provided by the EDA and or local businesses that could help the new business in getting started; and to include a \$500 certificate for each promotional basket that would go toward cost for accounting software (ie QuickBooks) or advertising (radio, newspaper ads, etc.) or other applicable business need; and \$500 to be made as a direct payment to the service or purchase by new business. Carried unanimously.

Higgins reviewed the application to DEED for nomination of census tract in Martin County as “Opportunity Zones”. Higgins went on to state that Opportunity Zones are a new community development program established by Congress in the Tax Cut and Jobs Act of 2017 to encourage long-term investments in low-income and urban communities nationwide. Each Governor is authorized to designate 25% of the eligible census tracts as Opportunity Zones in their state. In Minnesota, this equates to 128 census tracts out of an eligible 509 low-income census tracts. The Zones provide a tax incentive for investors to re-invest their unrealized capital gains into Opportunity Funds, which will be invested in rebuilding low-income communities. Investors are eligible to receive a temporary tax deferral for capital gains invested in an Opportunity Fund, a step-up in basis for capital gains reinvested in an Opportunity Fund, a permanent exclusion from

taxable income of capital gains from the sale or exchange of an investment in a qualified opportunity zone fund if the investment is held for at least 10 years. Therefore, an application was submitted to DEED for recommendation to include the Opportunity Zones in Martin County.

After discussion,

Motion by Fosness, seconded by Terfehr to ratify and approve the Opportunity Zones application DEED including the three census tracts as presented in Martin County to the Governor for consideration and nomination as an Opportunity Zone. Carried unanimously.

Higgins presented and reviewed the bills for approval and ratification for February 6, 2018-March 6, 2018 and March 7, 2018-April 2, 2018 in the amount of \$5,946.25.

Motion by Belgard, seconded by Schmidtke to approve and ratify the payment of bills as presented for February 6, 2018-April 2, 2018 in the amount of \$5,946.25. Carried unanimously.

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

With no further business to wit,

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

Meeting adjourned at 6:20 pm

Brent Schultze, Board President

Larry Baarts, Board Secretary/Treasurer