

**Board Minutes of the
Martin County EDA
May 3, 2021**

The regular meeting of the Martin County Economic Development Authority was called to order by Brent Schultze at 5:17 pm. The meeting was also set up for videoconferencing via WebEx due to the covid19 pandemic. Those present were: Tim Terfehr, Elizabeth Miller, Richard Koons and Elliot Belgard, Wes Anderson, and Richard Koons. Absent: Wes Anderson and Steve Fosness. Also present were Bryan Stading, RCEF (consultant) and Scott Higgins, County Coordinator, Keith Hoye, City of Lake Media and Garth Carlson, Carlson/Walters Development Group.

Motion by Belgard, seconded by Koon, to approve the agenda with the deletion of *3.1 Approve Minutes of the Regular Meetings of April 5, 2021* and addition - Marketing Presentation and Review for EDA by Hoye, City Lakes Media (Lakes 106.5 FM). Carried unanimously.

Hoye provided a handout and reviewed the current promotional EDA radio programming, along with new marketing promotion for the EDA, which included targeted display and is directed to specific audience (i.e. age, gender, income, education, family, etc.). The targeted display is done via social, website. We are able to monitor the performance of the targeted display (i.e. number of impression, clicks, visits, engagements, etc.)

Terfehr inquired what kind of expense are we looking at for this type of promotion.

Hoye stated approximately \$700-\$800 per month.

Hoye suggested that we can continue the Business talk show and change the air time if needed.

Terfehr inquired if City Lake Media develops websites.

Hoye stated that we work with a firm to do this for us.

After further discussion, the Board thanked Hoye for his presentation. No action taken.

Garth Carlson, Carlson/Walters Development Group had provided information, including maps to the Board of their proposed development projects Eagle Ridge Bay and Chain of Lakes Campground in City of Fairmont. Carlson stated that he is proposing a full residential development to address the need for housing in the county. This includes 182 residential units, including regular lots for family homes, condos, potential marina, bar/grill, with the whole development sharing a beach. Their proposal includes forgoing their campground proposal on George Lake property for the right to purchase the “Day Farm” (Fairmont, MN) for purpose of building a campground open to the public. We are trying to work with the City (Fairmont) on which they would prefer whether it be a campground on our Lake George property or the “Day Farm”, which would provide more residential housing opportunities.

Carlson stated that it has been difficult to get before the City Council to discuss our project. Belgard inquired of Carlson if they could do the proposed project on Lake George.

Carlson responded we started, but then Covid hit. We are willing to work with the County EDA.

Koons asked if the development of 100 lots were to happen all at once.

John Walters stated that it would be done in phases.

Belgard stated that it seems to me that the City will need to be involved with this project.

Discussion ensued on the potential the proposed project would have on the “Day Farm” location.

There was also brief discussion on the EDA providing a letter of support for the proposed George Lake project.

Miller stated that the lakes in Fairmont offer a great opportunity to bringing people to Fairmont and the county.

Stading concurred stating that from the “Brain Gain” information shows that the attraction back to the area are the lakes. No action taken.

Higgins gave an update on the status of the FY20 DEED Grant stating that the original grant was due to expire on June 30, 2021, but DEED has provided an amendment to the grant agreement that extends the grant to September 30, 2021. Higgins stated that County Board will take action on the grant extension during their regular meeting on May 4, 2021.

Stading presented and reviewed monthly client report for April 2021. There were a total of six (6) facilitation sessions.

Stading gave the Board a legislative update that provides for a direct legislative funding to RCEF. All seems to be moving forward with the proposed legislation.

Higgins reviewed the draft 2020 EDA Annual report with the Board. There were a few suggested and noted changes to the report. The Board will review the final report at their June meeting.

Belgard gave an update on his meeting with Senator Klobachar on the ARPA funding.

Koons presented a brief report on a meeting with Federated Rural Electric and the potential for a broadband project in both Jackson and Martin Counties. The approximate cost for the project was estimated at \$50,000,000.

Belgard stated that there is federal funding available for infrastructure type project (including broadband), but need to be ready to go to get the funding.

Higgins reviewed the bills for April 6, 2021-May 3, 2021 with the Board to be paid.

Motion by Koons, seconded by Miller to approve and ratify the bills for April 6, 2021-May 3, 2021 in the amount of \$10,238.76. Carried unanimously.

The Board reviewed the March 2021 Financial reports with a current cash balance of \$258,385.19.

With no further business to wit,

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

The meeting was adjourned at 6:55pm.

Brent Schultze, Board President

Tim Terfehr, Board Secretary/Treasurer