

**Board Minutes of the
Martin County EDA
February 7, 2022**

The regular meeting of the Martin County Economic Development Authority was called to order by Brent Schultze at 5:15 pm. Those present were: Tim Terfehr, Elizabeth Miller, Wes Anderson and Richard Koons Absent: Steve Fosness and Elliot Belgard. Also, present Scott Higgins, County Coordinator, Jessica Korte, Martin County Auditor/Treasurer, Ned Koppen, President of Fairmont Area Chamber of Commerce, Jennifer Hawkins, University of Minnesota Extension ad Ryan Pesch University of Minnesota Extension, Brian Machi, Lime Valley Advertising and Bryan Stading, RCEF(consultant).

Motion by Koons, seconded by Terfehr, to approve the agenda as presented. Carried unanimously.

Motion by Terfehr, Anderson seconded by to approve the minutes of the January 3, 2022 EDA Board meeting minutes. Carried unanimously.

Koppen reviewed the upcoming Area Career Exploration (ACE) scheduled for April 13, 2022 at the Fairmont High School Gymnasium and requesting the EDA for their continued sponsorship of the programs. Koppen stated that in previous years the EDA has contributed \$1,500 and requested the same for this year.

After discussion,

Motion by Koons, seconded by Terfehr, Be It Resolved that the Martin County Economic Authority hereby approves and authorizes an allocation of \$1, 500 for the 2022 Area Career Exploration (ACE) event to be held on Wednesday, April 13, 2022 at the Fairmont High School. Carried unanimously.

Korte reviewed the EDA monthly financials for December 2021 with the Board explaining the reports. Board thanked Jessica for the review.

Pesch and Hawkins were present via Webex and provided a short program and in-depth review of the Retail Trade Analysis for Fairmont and Martin County report completed by the University of Minnesota Extension, stating that much of the data is derived from reported sales tax by the local businesses. Pesch stated that the data is useful for planning for the various types of businesses (i.e., restaurants). There was much discussion on the data report. The Board thanked Jennifer and Ryan for their information stating that it was very informative.

Machi was present via Webex and presented a “Digital Marketing Campaign” proposal prepared for the Martin County EDA. The proposal was using digital marketing to promote the EDA and services it provides. Such strategies included core message, advertising, target audiences and the use of Google Display Network and Googles Search Network. The use of Google provide for monitoring of the EDA advertising campaigns and detail performance reports, including the return on investments data (i.e., number of clicks, impressions, etc.). Machi exhibited the monthly report. Additionally, stated as part of the proposal is setting up Geo-Fencing campaign, which targets certain locations that will have high traffic counties for desired audiences, providing, mobile ads, messaging on mobile devices for 30 days after a visit of EDA campaign.

Machi reviewed the estimated cost for the EDA six-month campaign for Google Network Adverting is \$4,050, if the EDA were to include the Geo-Fencing campaign, it would be an additional \$1,000 for a total of \$5, 050 for the six months.

Machi stated the next steps would be for the EDA to determine what they wish to promote, including their target audiences and would be happy to assist in that process.

It was stated that the current EDA website needs to be revamped.

Machi estimated a cost of \$5,000-\$8, 000 to complete a website redevelopment.

Koons concurred that the current EDA website is antiquated and not user friendly.

Terfehr agreed of the need to update the EDA website and should get started on its redevelopment of the website as soon as possible.

No action taken on the digital marketing proposal.

Stading reviewed the January 2022 monthly client report, which included ten (10) client session and the needs and next steps for each client.

Higgins stated that the DEED grant final report is not yet completed and will presented and reviewed at a future meeting.

Stading reviewed the status of future business client services by RCEF for the EDA and potential changes coming up. We will need to look at in next 90 days.

After further discussion, no action taken.

There was discussion on need potential need to develop a job description for an EDA Director/Coordinator position. Higgins stated he will have a draft job description for the next meeting.

Higgins presented the bills to be paid for January 4, 2022- February 7, 2022 in the amount of \$11, 007.86.

Motion by Koons, seconded by Miller to approve and ratify the bills for January 4, 2022- February 7, 2022 in the amount of \$11, 007.86. Carried unanimously.

With no further business to wit,

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

The Meeting was adjourned at 7:29 pm.

Brent Schultze, Board President

Tim Terfehr, Board Secretary/Treasurer