

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

The regular meeting of the Martin County Economic Development Authority was called to order by Brent Schultze at 5:23 pm. Those present were: Wes Anderson, Steve Fosness and Richard Koons Absent: Tim Terfehr, Elizabeth Miller and Elliot Belgard. Also, present Scott Higgins, County Coordinator, and Bryan Stading, RCEF(consultant).

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

There were no minutes to approve.

Stading reviewed the February 2022 monthly client report, which included eleven (11) client sessions and the needs and next steps for each client. Stading reviewed the proposed campground north part of Fairmont.

Higgins presented the initial draft of EDA Director job description. Higgins stated that based on the qualification and essential function of the position, it has been classified as a Grade 14 (2022 the annual salary is \$58,531-79,601) on the County's Compensation Plan.

Fosness stated his concern for the proposed classification of the proposed position as being low. I would think we would want to recruit someone with experience.

Higgins stated that the position was rated on the essential functions of the job and qualifications and experience listed in the draft job description. Higgins stated he would check with the County's Compensation Consultant on the factors considered in the classification of the position. Higgins asked the board to review the functions of the job and if there were any suggested changes to let him know.

After further discussion, no action taken on the proposed job description.

Fosness left the meeting at 6pm.

Machi was present via Webex and presented a proposal to the Board for development of EDA "Website Upgrade and Digital Marketing Campaign". The proposal for EDA website upgrade included design programming of services for a page population of 18 pages (similar to number in existing website, to launch a test the website in the amount of \$ 5, 400. The proposal included the digital adverting campaign for the EDA, for a total of \$ \$5, 850,which added \$800 from the previous digital advertising campaign for development of strategy, audiences and research.

Machi further stated that hosting of the website would stay with its existing host. Stading stated it was with Brett Works.

The Board asked for references of other websites Lime Valley has completed for other clients. Machi stated he would send those out.

Koons stated that the EDA website is very dated.

Schultze stated the need to set up work shop to help us through the development of the website and digital adverting campaign.

After discussion, no further action taken.

Higgins stated he would work to set up an Executive Committee to discuss development of the website.

Higgins presented the bills to be paid for February 8, 2022- March 7, 2022 in the amount of \$10,709.25.

Motion by Anderson, seconded by Koons to approve and ratify the bills for February 8, 2022- March 7, 2022 in the amount of \$10,709.25. Carried unanimously.

Schultze inquired of the status for continued client business services from RCEF.

Stading responded it has not slowed down. If something changes you will be the first to know.

There were no information or reports included in the agenda packets.

With no further business to wit,

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

The Meeting was adjourned at 6:54 pm.

Brent Schultze, Board President

Tim Terfehr, Board Secretary/Treasurer