

**Board Minutes of the
Martin County EDA
September 12, 2022**

The regular meeting of the Martin County Economic Development Authority was called to order by Steve Fosness at 5:15 pm. Those present were: Wes Anderson, Tim Terfehr, Richard Koons and Elliot Belgard. Absent: Brent Schultze and Elizabeth Miller. Also, present were Scott Higgins, County Coordinator Bryan Stading, CEDA(consultant) and Joshua Schuetz (CEDA Consultant).

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

Motion by Anderson, seconded by Terfehr to approve the minutes of August 1, 2022 meeting, with corrections. Carried unanimously.

Schuetz reviewed the August client and activities report with the Board.

The Board stated their appreciation for the weekly reports.

Schuetz stated that the EDA has received three proposals for website development. Proposals were received from Lime Valley, Admfg, Sharibly Web Design. The Board is asked to consider which proposal they believe will meet the need for the EDA.

The bid quotes were reviewed and discussed.

Motion by Anderson, seconded by Terfehr, Be It Resolved that Martin County Economic Development Authority, after careful review and consideration of the bid proposals received for development of a new website, hereby approve the bid proposal from Admfg in the amount of \$4,500 at a recurring annual cost of \$380 to include Google Analytics, social media links and training; and to authorize the Board President to sign the required documents to engage the web design firm. Carried unanimously.

There was discussion on the bids received from Lime Valley and Admfg. After further consideration,

Motion by Anderson, seconded by Terfehr Be It Resolved that Martin County Economic Development Authority, after careful review and consideration of the bid proposals received for the development of a digital marketing campaign for the EDA, hereby approve the bid proposal from Admfg for a six-month campaign, of a retainer package at the rate of \$80/hour for monthly cost of \$240, annual cost of \$2,880; and to authorize the Board President to sign the required documents to engage Admfg in development of the digital marketing campaign. Carried unanimously.

Schuetz informed the Board that we have received two bid proposals from Lime Valley, Admfg, for publicity for ribbon cutting/open house for the new business startup Southern MN

Skin Solutions in Fairmont. The objective is to engage the ad firms to assist in getting publicity out of the new business startup, which the EDA had provided assistance to the new start up business.

After consideration to the two bids proposals,

Motion by Koons, seconded by Belgard, Be It Resolved that Martin County Economic Development Authority. after careful review and consideration of the bid proposals received for publicity for ribbon cutting/open house for Southern MN Skin Solutions in Fairmont, hereby approve the bid proposal from Admfg (Fairmont), in the amount of \$480 to include geographic marketing and media invites. Voting AYE: Anderson, Fosness, Belgard, Koons Abstain: Terfehr. Motion Carried.

Schuetz, we have received two bid proposals from Lime Valley, Admfg, for marketing services for the sale of a local business (Bean Town Restaurant) in Fairmont. The objective is to engage the ad firms to assist in getting publicity out to wide audience using technology, including social media, digital marketing and press releases. This is an effort by the EDA to be creative, try to prevent the business from closing up and finding a buyer.

Stading informed the Board that he had meetings with the City of Fairmont and the Fairmont Chamber to participate in this proposal. Did not hear back from either as to whether or not they wanted to participate with the cost.

After discussion of the two bid proposals,

Motion by Belgard, seconded by Anderson, Be It Resolved that Martin County Economic Development Authority. after careful review and consideration of the bid proposals received for marketing services for the sale of a local business (Bean Town Restaurant) in Fairmont; and in an effort by the EDA to be creative, try to prevent the business from closing up and finding a buyer; and hereby approve the bid proposal from Admfg (Fairmont) for a three-month campaign, at the initial price of \$1,200 and recurring monthly cost of \$400, to include print materials, Geofencing, monthly reports and Facebook ads; and to accept Beantown's ownership offer to participate in the cost up to \$3,000. Carried unanimously.

Higgins presented the bills for review and payment, stating the total amount of bills is \$17,448 for August 2, 2022-September 12, 2022.

Terfehr stated that the bill from Our Story Productions in the amount of \$150 was not approved.

Motion by Belgard, seconded by Anderson to approve and ratify the bills for August 2, 2022-September 12, 2022 in the amount of \$17,298.53 be approved (this includes the deletion of the bill from Our Story Productions in the amount of \$150). Carried unanimously.

The Board reviewed the EDA monthly financial report for August 2022.

Higgins reviewed the MCIT Letter of the 2023 Contribution notice. Stading reviewed the information in the packets related to the USDA Intermediary Relending Program with the Board.

Motion by Terfehr, seconded by Koons to pursue the USDA Intermediary Relending Program. Carried unanimously.

With no further business to wit,

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

The Meeting was adjourned at 6:24 pm.

Steve Fosness, Board Vice- President

Tim Terfehr, Board Secretary/Treasurer