Board Minutes of the
Martin County EDA
January 8, 2018

The regular meeting of the Martin County Economic Development Authority was called to order by Brent Schultze at 5:18 pm. Those present were Elliot Belgard, Steve Fosness, and Larry Baarts and Dan Schmidtke. Two vacancies on the Board. Also present were Scott Higgins, County Coordinator and Bryan Stading, Director for RCEF (consultant).

Schultze called for nominations for election of Board President,

Belgard moved the nomination of Brent Schultze as Board President for the year 2018, seconded by Baarts, after no further nominations, a unanimous ballot was cast for Brent Schultze as Board President.

Schultze called for nomination for Board Vice –President,

Schmidtke moved the nomination of Steve Fosness as Board Vice-President, seconded by Belgard, after no further nominations, a unanimous ballot was cast for Steve Fosness as Board Vice President.

Schultze called for nominations for Secretary/Treasurer,

Belgard moved the nomination of Larry Baarts as Board Secretary/Treasurer, seconded by Schmidtke, after no further nominations, a unanimous ballot was cast for Larry Baarts as Board Secretary/Treasurer.

Motion by Baarts, seconded by Fosness to approve the agenda as presented with two additions to the agenda- Consider Proposal for Contribution to Marketing Campaign for Truman Café and Set Joint Meeting Date with Riverbend Center for Entrepreneurial Facilitations, (RCEF). Carried unanimously.

Motion by Fosness, seconded by Baarts to approve the December 11, 2017 regular board minutes as presented. Carried unanimously.

No Old Business

Stading reviewed the December 2017 business consultation report with the Board. There were a total of eighteen (18) facilitation sessions for a total of 32.5hours.

Stading provided copies of marketing campaign for the new Truman Café by Lime Valley Advertising (Mankato, MN) that included various marketing media campaigns to include press releases/photo submittals in the amount of $600; and, strategic media relations (KEYC TV, radio Mankato, legislators, other government officials, Minnesota Public radio, etc.) in the amount of $1,50; and social media campaign (Facebook, Twitter, You Tube, etc.) in amount of $1, 600; and Google Display (develop a list of keywords, interests, create display ads, determine location

and bid strategy, etc.) in the amount of $150/ one time research, campaign set up, $200/ one time creative spaces, GND ads, and ad placements costs at $200/month.,gave a brief update on legislation being drafted for continued funding for business facilitation and would involve the SBDC (Mankato), for a total of $3, 900, plus the charges for the Google Display fees.

Stading stated that it is possible that the Southern Minnesota Initiative (SMIF) and the City of Truman may contribute to this new business marketing project.

After discussion,

Motion by Fosness, seconded by Baarts, to approve the Lime Valley Advertising (Mankato, MN) "Public Relations Campaign- Truman Café" as presented, to include the various advertising/marketing strategies included in the proposal; and to approve contribution of $2,000 to the public relations campaign' and in partnership with the City of Truman, Mn and the Southern Minnesota Initiative Fund (SMIF). Carried unanimously.

Stading inquired of the Board to up a year-end social event with the RCEF board on January 26, 2018. By consensus the board was in agreement of the date.

Higgins stated that annually the Board set the board per diems and expenses. The current per diems is at $30 per meeting, including other EDA related meetings, mileage reimbursement for EDA related business meeting and activities follows the IRS rate, which is .545 cents per mile, meal expenses are $30 per day (to include 15% gratuity, rounded to the nearest dollar).

Motion by Fosness, seconded by Baarts, Be It Resolved that the Martin County Economic Development Authority, hereby approved the following board per diems and reimbursable expenses f or CY2017 for related business meetings and activities; to include $30 per meeting; mileage reimbursement to follow IRS rate, which is currently set at .545 cents per mile; and meal expense reimbursement not to exceed $30 per day (to include 15% gratuity, rounded to the nearest dollar);   Carried unanimously.

Higgins stated that the Board annually sets its regular board meetings for the year. Currently the regular board meetings are scheduled for the first Monday of each month.

Motion by Baarts, seconded by Belgard, Be It Resolved that the Martin County Economic Development Authority hereby approves and establishes the regular meeting dates of the Martin County EDA Board on the first Monday of each month, starting at 5:15pm, at the Martin County Courthouse located at 201 Lake Avenue, Fairmont, MN. Carried unanimously.

Higgins presented and reviewed the bills for approval and to ratify the bills for December 12, 2017-Janaury 8, 2018 in the amount of $3, 936.24, and to add mileage reimbursement in the amount of $285.69 to Bryan Stading, RCEF Consultant for a total of $4,221.93 to be paid.

Motion by Belgard, seconded by Fosness to ratify the bills for December 12, 2017-January 8, 2018 in the amount of $4,221.93. Carried unanimously.

The Board reviewed the CY2017 (December) Year to date financial reports, with a cash balance of $269,826.33.

Motion by Schmidtke, seconded by Belgard to receive and file the December 2017 monthly financial report. Carried unanimously.

Higgins reviewed the information included in the board packets as follows, MCIT Coverage renewal letter, information letter MCIT Coverage Review webinar, CY2017 EDA approved budget.

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

Higgins reviewed the MCIT property casualty 2018 renewal letter; and noted the upcoming MCIT Coverage Review webinar.

With no further business to wit,

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

Meeting adjourned at 6:17pm.

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Brent Schultze, Board President

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Larry Baarts, Board Secretary/Treasurer