

Board Minutes of the  
Martin County EDA  
November 7, 2022

The regular meeting of the Martin County Economic Development Authority was called to order by Steve Fosness at 5:15 pm. Board members present were Wes Anderson, Steve Fosness and Tim Terfehr. Also present were Scott Higgins, County Coordinator, Joshua Schuetz, CEDA Consultant, Amber Patten, CEDA Consultant, Bryan Stading, CEDA Regional Director, and Ned Koppen, Fairmont EDA Director.

The EDA did not have a quorum.

Schuetz reviewed the October Client Report with the board.

Schuetz introduced Amber Patten, the new CEDA consultant who will share Martin County EDA staff duties, to the board. Patten will be at the EDA office Mondays, Tuesdays and Thursdays, while Schuetz will be at the office Wednesdays and Fridays. Patten updated the board on her first days with CEDA.

Schuetz updated the board on the EDA's application for the Southern Minnesota Initiative Foundation's Inclusive and Equitable Communities Grant, for the purposes of translating EDA business consulting materials into Spanish and working with Project 1590 on a community outreach event targeting Spanish-speaking members of the Martin County community.

Higgins informed the board about the EDA's belonging to different state associations, including MAPCED. said in previous years the EDA did not have the staff time to participate in association conferences, but will have that capacity now due to the contract with CEDA. Higgins further stated it would be beneficial for Martin County EDA staff to participate in such conferences and noted that the EDA already pays for membership in these organizations. Higgins said the only costs would be expenses, such as mileage and food, for participation in these conferences. Terfehr asked that the item be put on the next agenda for approval when the board has a quorum.

Schuetz and Stading presented the monthly report for the Bean Town marketing campaign from Ad MFG. Stading said Bean Town is paying for the first three months of the digital marketing campaign, and the EDA will provide funding for the final three months.

Fosness inquired what advertising there is for the Bean Town campaign.

Schuetz said there is a link to a story and the website.

Schuetz said going viral is the goal of a campaign like this and it seems to be on its way toward that.

Stading inquired what impressions mean in a digital marketing context.

Terfehr stated that if someone is scrolling through Facebook and sees the ad, that constitutes an impression.

Fosness asked what action means in the digital marketing context.

Terfehr stated that means an action taking place from the ad, i.e., someone clicking on an ad and calling the business for a given purpose.

Schuetz presented the revised business card designs for county EDA staff to the board.

Terfehr inquired whether Bryan would have business cards or if only Schuetz and Patten would have them-Stading replied that Schuetz and Patten would be the only ones with new business cards.

Terfehr inquired whether an office number would be included on the business cards. Schuetz said he primarily receives business calls through his cell, but said he will request the addition of an office number.

Schuetz will order the business cards.

The board discussed the use of paperless communications for the delivery of EDA agendas and packets to board members.

As the Board did not have a quorum, no action was taken on the bills to be paid October 3rd-November 7th, 2022, or the Monthly Financials for October 2022.

Terfehr asked Koppen if more communication and cooperation is happening between FEDA staff and Martin County EDA staff and inquired whether Schuetz or Patten could attend the next FEDA meeting. Koppen confirmed that he and Schuetz speak once every two to three weeks about different projects.

Koppen stated FEDA was able to defederalize one of their revolving loan funds, which will create more flexibility for the fund. He said that there is a twin home project that they are working with the Southwest Minnesota Housing Development Partnership on, with hopes to break ground next spring.

With no Business further to wit, the EDA Board Meeting was adjourned at 6:25 p.m. on Monday the 7th of November

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Steve Fosness, Board Vice-President

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Tim Terfehr, Board Secretary/Treasure