

BOTTINEAU COUNTY ECONOMIC DEVELOPMENT CORPORATION

Board of Directors Meeting – December 20, 2017

St Andrews Health Center Conference Room – 12 noon

Key: *M-Motion, MS-Motion Second, VV-Voice Vote, RCV–Roll Call Vote, MC-Motion Carried*

Board Present: Chuck Neubauer, Jon Beyer, Jason Guss, Mike Foster, Doug Marsden, Jodi Atkinson, Julie Mears, Jerry Migler

Staff: Whitney Gonitzke, Executive Director; Glenore Gross, Administrative Assistant

Visitors: Trudy Marum – portion of meeting

Absent: Tyler Rogers

MEETING AGENDA:

1. Meeting called to order at 12:10 pm by Neubauer. Whitney requested moving County Funds for Chamber ahead in the agenda, agreed to add it after minutes approval.
2. **Approve Minutes:** *M-Marsden to approve November 21 minutes; MS-Beyer. VV-MC.*
3. **County Funds for Chamber:** Whitney reviewed findings of the Finance Committee meeting which recommended approval of \$25,000 as requested by the Chamber. Marum clarified that this is a one-time request due to the need for initial investment into promotional material such as a visitor's guide, banners, etc. for trade shows, and other items such as new literature racks for the remodeled office. Board clarified the request is for \$15,000 this year over the \$10,000 in the budget; questioned if Chamber and EDC website could be combined. Marum reported membership numbers are down this year; the membership fee is being revised and the intention is numbers will be increased. Whitney reported that 2006 minutes noted Chamber was to get 75% and EDC 25% of the city's marketing funds allotted by the county; as years went on it changed to a set \$10,000 which has been followed in recent years, which is now less than 75% of the fund. Also reported that other cities have successfully combined their Chamber, CVB and EDC websites. *M-Beyer to approve funding the Chamber at \$25,000 total this year. MS-Mears. RCV-Marsden-Y, Migler-Y, Foster-Y, Atkinson-Y, Mears-Y, Beyer-Y Guss-Y. MC.*
4. **Review/Approve Financials:** Board received copies of Balance Sheet, Budget Report, Profit & Loss by Class and Expense Report for November. Loan Report was reviewed, with updates as follows:
 - Jerry Harris/Birchwood Patio has provided some financial details; Erin Conroy has previously dealt with him so cannot provide attorney services for EDC, preferred alternate is Pringle & Herigstad.
 - Dragon Spray Coatings/Pure Aquatic Resources report they plan to make good on their delinquencies; EDC doesn't have much to stand on as far as any repossession options if not paid off.
 - Roger Riley/the Preserve has been given payoff figures for January; Conroy provided two suggestions for EDC to repossess if not paid. Board agreed a Deed in Lieu was the better choice; Guss confirmed that the \$66k owed covers 27 remaining lots, mostly in the north section not developed. Foster shared that water and sewer lines put in by Riley's crew have issues that would make ownership more of a liability than the property is worth. Whitney and Neubauer will meet with Conroy for further assistance.
 - Echoe Shriver/4 J's. Certified letter received, no response to EDC; office was just emptied. Board agreed to send letter giving final notice with a firm date to respond before sending loan to collection agency.
 - Boppre made last month's payment on time, is now a few days overdue; board considered option of sending to collection agency due to record of late paying, but agreed on the need to follow law and EDC late pay policy.

M-Guss to approve the Financials, MS-Mears. RCV- Marsden-Y, Migler-Y, Foster-Y, Atkinson-Y, Mears-Y, Beyer-Y Guss-Y. MC.

BOTTINEAU COUNTY ECONOMIC DEVELOPMENT CORPORATION

Board of Directors Meeting – December 20, 2017

St Andrews Health Center Conference Room – 12 noon

5. **Daycare Program 2013:** Whitney reported item from 2013 minutes where \$20,000 was made available for daycare funding with \$5,000 used to date; no end date was given. Will be advertising for new or expanded daycare options and would like to include availability of these funds in \$5,000 increments. Board agreed to have it available only for new or expanded daycare, not just upgrading current site. Also agreed to end its availability with the 2019 budget.
6. **B-500 Funds:** Whitney reported the Finance Committee determined this board was a better choice for making a decision on transfer of funds than at the Annual Meeting. The fund was begun with donations, not taxpayer dollars; currently has just over \$31,000. Requesting permission to transfer the fund to Bottineau Area Community Foundation as seed money for the grant program. *M-Beyer to approve transfer of B-500 fund to the Bottineau Area Community Foundation. MS-Foster. RCV-Marsden-Y, Migler-Y, Foster-Y, Atkinson-Y, Mears-Y, Beyer-Y Guss-Y. MC.*
7. **Annual Meeting:** Board agreed to select Dakota College at Bottineau for the meeting due to location and availability of tech equipment. Main speaker will be Lt Gov Sanford on the Main Street Initiative. Others suggested are Migler-DCB, Atkinson-St Andrews, Mears-Retail Alliance, Marie's for use of EDC loans for new business; Whitney, Migler, Atkinson and Neubauer will meet prior to the annual meeting to discuss speaking items.
8. **Place Branding:** Whitney reported the Finance Committee agreed to support the amount requested for Marketing as bid by Agency MABU. Board brought up the meeting with World Café a few years ago which covered much the same territory but due to illness of the director it did not come to fruition. Board discussed the need to use the information from there to tie in to the next step and help get to the finish line. *M-Atkinson to approve the Market Plan at \$13,325 + travel expense. MS-Guss. RCV-Marsden-Y, Migler-Y, Foster-Y, Atkinson-Y, Mears-Y, Guss-Y. MC.* (Neubauer left at 1:00 during this discussion.)
9. **Reserve Account:** Past minutes noted a desire to have funds remaining at the end of the year put into a reserve account that would be accessed in the next year, determined to be a maximum of \$15,000. This is mainly a QuickBooks problem of losing track of the amount. Suggested using a line item to track income and expense; will be tried for a year.
10. **Update of Grant Policy Meeting 12/18/17:** Board members at the meeting agreed it was productive.
11. **Directors Report:**
 - Graphic used to show major activities accomplished in 2017.
 - Audit of files: Current items on the books. Corrected paperwork, tracked UCC's, created a tickler file to ensure none expire before the loans end. Audit packed files.
 - County membership in the EDC went up from 7% to 16% in 2017
 - ICrowd, CHNA, Smart Growth
 - Child Care: Survey, expansion proposal, research into other funding sources for child care providers in our county.
 - QuickBooks: G Gross transferred all the data to the new program and is continuing to research the best way to accurately categorize and report out the EDC financials
 - Focus for 2018.
 - Place Branding: Create the marketing plan and brand for our County.
 - BACF: New Board, capital campaign, grant process, materials are all in progress.

BOTTINEAU COUNTY ECONOMIC DEVELOPMENT CORPORATION

Board of Directors Meeting – December 20, 2017

St Andrews Health Center Conference Room – 12 noon

- Handbook: Has been written and will be reviewed by policy committee and legal.
- BRE: Program has been created and will be launched in 2018.
- SOP: Standard Operating Procedures. A step by step account of how to do day to day tasks.
- Verbiage for 2018. Build. Strengthen. Diversify.
 - Build: Ensure that Bottineau County has a business-friendly environment. BRE will direct efforts.
 - Strengthen: Change the perception of our area. Shore up where we find opportunities to improve.
 - Diversify: The landscape is changing quickly. Competition is fierce to bring new businesses into communities. Are we prepared for the future?

12. Marketing Funds for Annual Meeting: Request to use up to \$1000 in marketing funds for Annual meeting. Radio ad and print advertising. *M-Foster to approve up to \$1000 marketing expense. MS-Guss. RCV- Migler-Y, Beyer-Y, Atkinson-Y, Foster-Y, Guss-Y. MC.*

(Marsden and Mears left at 1:15 prior to Director's Report)

The meeting was adjourned at 1:30 p.m.

Minutes compiled by Glenore Gross, submitted by Whitney Gonitzke

Next Board Meeting: Wednesday, January 31.