

Buffalo County Minutes

Committee/Board: Economic Development

Date of Meeting: Tuesday, October 11, 2016

Electronic and Hard Copy Filing Date: Friday, October 14, 2016

Mr. David Danzinger called the meeting to order at 1:00 p.m.

BOARD MEMBERS PRESENT: Mr. David Danzinger, Ms. Mary Anne McMillan Urell, Ms. Nettie Rosenow, and Mr. Douglas Kane. Mr. Dennis Bork was excused.

OTHERS PRESENT FOR ALL OR PART OF THE MEETING: Ms. Sonya Hansen, Ms. Roxann Halverson, Mr. Carl Duley, and Ms. Kathy Goodman.

Public Comments Regarding Posted Agenda Items: None.

Minutes: Ms. McMillan Urell made a motion to approve the minutes, seconded by Mr. Kane. Carried.

Review/Discussion/Action regarding a Report on the Economic Development Administration Grant: Mr. Duley distributed a survey for the committee to complete. The answers were reviewed to see how the Committee felt about the importance of each area the survey discussed. Mr. Duley will tabulate the answers more formally and send them to the Committee so that an action plan can be developed. An item that the Committee needs to look at is the creation of an Economic Development Director. This person would either be employed by the County or contracted.

Review/Discussion/Action regarding Promotional Materials for Buffalo County: Ms. Goodman reviewed the contract proposal regarding work she will be doing on the Buffalo County Visitors Guide. The estimated cost to print the guide is between \$10,000 and \$12,000 but should be cost neutral with the sale of advertising space. She recommends the first publication to have 24 pages and to print 20,000 copies. Ms. Goodman indicated that timing is crucial and she should begin collecting advertisements in October. This guide will feature all of Buffalo County so it is important to reach out to all businesses throughout the County to participate. The approximate cost of a small ad is \$185 and is about the size of a business card. The brochure needs to be printed by the beginning of February so that it can be distributed in time for Travel Week which is in May. Ms. Goodman also recommended that a Travel Guide Committee be established. Mr. Danzinger and Ms. Sandra Ebert have offered to help with obtaining advertisements. There would still be a need for other volunteers to help obtain advertising in the Mondovi area. This guide will be discussed further at the Finance Committee.

Review/Discussion/Action regarding Other Possible Projects for Economic Development: Chair Danzinger discussed the possibility of applying for a grant that helps with cleaning up underutilized properties in Buffalo County. The cost to have

Ayres & Associates apply for the grant on our behalf is between \$6,000 and \$8,000 with no guarantee the grant will be awarded to Buffalo County. Another project to look into would be USDA Grants for Ag Tourism and Farmers Markets. This would help promote local farmers in Buffalo County and be a healthy alternative for residents.

Review/Discussion regarding the Next Meeting Date: The next meeting date will be Wednesday, November 16, 2016 at 1:00 p.m.

Public Comments Not Regarding Agenda Items: None.

Adjournment: Mr. Kane made a motion to adjourn at 3:12 p.m., seconded by Ms. Rosenow. Carried.

Respectfully Submitted,

Roxann M. Halverson
Buffalo County Clerk