

**COUNTY BOARD OF COMMISSIONERS
WORKSHOP
August 14, 2012 – BOARD AGENDA**

- 1:00 1) J. Mark Wedel, County Board Chairperson
A) Call to Order
B) Board of Commissioners Meeting Procedure
- 2) Maven Perspectives Presentation
A) Maven Perspective Presentation
B) Commissioners and Staff - Comments and Questions
- 3:00 3) Adjourn

* The County Chairperson must recognize members from the public before comments can be made. Any comments must be informational in nature and not exceed five (5) minutes per person. As part of the County Board protocol, it is unacceptable for any speaker to slander or engage in character assassination at a public Board meeting.

**** Please note: all times, except public advertised hearings, are approximate and subject to change without notice.**

Aitkin County Board of Commissioners
Request for County Board Action/Agenda Item Cover Sheet

Agenda Item # _____

To: Chairperson, Aitkin County Board of Commissioners Date: 8-9-12

Via: Patrick Wussow, County Administrator

From: Patrick Wussow, County Administrator

Title of Item:

Workshop – Maven Perspectives Marketing Presentation at Long Lake Conservation Center

Requested Meeting Date: 8-14-12 Estimated Presentation Time: _____

Presenter: Patrick Wussow, County Administrator

Type of Action Requested (check all that apply)

- For info only, no action requested Approve under Consent Agenda
- For discussion only with possible future action Adopt Ordinance Revision
- Let/Award Bid or Quote (attach copy of basic bid/quote specs or summary of complex specs, each bid/quote received & bid/quote comparison)
- Approve/adopt proposal by motion Approve/adopt proposal by resolution (attach draft resolution)
- Authorize filling vacant staff position
- Request to schedule public hearing or sale Other (please list) _____
- Request by member of the public to be heard
- Item should be addressed in closed session under MN Statute _____

Fiscal Impact (check all that apply)

- Is this item in the current approved budget? Yes _____ No _____ (attach explanation)
- What type of expenditure is this? Operating Capital Other (attach explanation)
- Revenue line account # that funds this item is: _____
- Expenditure line account # for this item is: _____

Staffing Impact (Any yes answer requires a review by Human Resources Manager before going to the board)

- Duties of a department employee(s) may be materially affected. Yes No
- Applicable job description(s) may require revision. Yes No
- Item may impact a bargaining unit agreement or county work policy. Yes No
- Item may change the department's authorized staffing level. Yes No

_____ HR Review

Supporting Attachment(s)

- Memorandum Summary of Item
- Copy of applicable county policy and/or ordinance (excerpts acceptable)
- Copy of applicable state/federal statute/regulation (excerpts acceptable)
- Copy of applicable contract and/or agreement
- Original bid spec or quote request (excluding complex construction projects)
- Bids/quotes received (excluding complex construction projects, provide comparison worksheet)
- Bid/quote comparison worksheet
- Draft County Board resolution
- Plat approval check-list and supporting documents
- Copy of previous minutes related to this issue
- Other supporting document(s) (please list) _____

Provide (1) copy of supporting documentation NO LATER THAN Wednesday at Noon to make the Board's agenda for the following Tuesday. (If your packet contains colored copies, please provide (4) paper copies of supporting documentation as we do not have a color printer or copier.) Items WILL NOT be placed on the Board agenda unless complete documentation is provided for the Board packets.

AITKIN COUNTY ADMINISTRATION

Aitkin County Courthouse
217 Second Street N.W. Room 130
Aitkin, MN 56431
218-927-7276
Fax: 218-927-7374

TO: Aitkin County Board of Commissioners

FROM: Patrick Wussow, Aitkin County Administrator

**RE: Maven Perspectives Marketing Presentation - Long Lake
Conservation Center, 1:00 at LLCC**

DATE: August 9, 2012

The County Board scheduled a workshop for Tuesday August 14th at Long Lake Conservation Center to begin at 1:00 p.m. Included with this packet is material previously presented to the County Board including the original Marketing RFP, the initial proposal from Maven, Staff recommendation, minutes from March 27, 2012, and the LLCC 2002-2011 operations review.

At Tuesday's workshop Maven Perspectives staff will hand out their findings and recommendation. This will be the first review of the information for staff, Commissioners, and the public. Maven Perspectives knows that their presentation will determine the course of action the County Board takes, including:

- Whether Phase II of the Marketing Study should be conducted,
- If the County should start a review process to determine if LLCC should continue business,
- If a complete overhaul of the organization should be considered.

Please contact me if you have any questions.

Keith and Trish Olson of Chappy's Golden Shores asked the Board to remove their request to reinstate their contract with Aitkin County from today's agenda, and address it at a later date. The Board agreed to defer this item and place it on the April 24th Board agenda.

**CHAPPY'S
GOLDEN
SHORES**

No action was taken on the Aitkin Airport Agreement. The Board asked for more information and deferred this item to the April 10th County Board meeting.

**AITKIN
AIRPORT
AGREEMENT**

Patrick Wussow, County Administrator presented a Personnel Committee recommendation to the Board.

**PERSONNEL
COMMITTEE**

Tom Burke, Health & Human Services Director discussed the concerns and need to fill a vacated Office Support Specialist position. Motion by Commissioner Napstad, seconded by Commissioner Westerlund and carried, all members voting yes to fill the position.

**OFFICE
SUPPORT
SPECIALIST
POSITION**

Motion by Commissioner Westerlund, seconded by Commissioner Marcotte and carried, all members voting yes to approve entering into the first half of Marketing Agreement with Maven Perspectives for Long Lake Conservation Center - \$22,000.00.

**MARKETING
AGREEMENT –
LLCC**

Patrick Wussow, County Administrator discussed General Government Legislation with the Board.

**GENERAL
GOVERNMENT**

Motion by Commissioner Westerlund, seconded by Commissioner Marcotte and carried (4-0-1 Napstad abstained), to approve the following **Applications for License to Sell Tobacco Products** for the period **ending March 31, 2013**:

**APPROVE
TOBACCO
LICENSES**

- # 01 Bann's Bar & Café, Inc., d/b/a **Banns Bar & Cafe** – Shamrock Township
- # 02 J & S Resort LLC, d/b/a **Barnacles** – Wealthwood Township
- # 03 Cuddler Enterprises, Inc., d/b/a **Big Sand Bar** – Workman Township
- # 04 Zorbaz of Big Sandy Lake, Inc., d/b/a **Big Zandy Zorbaz** – Shamrock Township
- # 05 Greg Blanchard, d/b/a **Buckshot Bar & Grill** – City of Hill City
- # 06 MacDonald Enterprises of Malmo, Inc., d/b/a **Castaway's Resort** – Lakeside Twp
- # 07 WB Hay Point, Inc., d/b/a **Corner Club** – Macville Township
- # 08 Denny M. Solsvig, d/b/a **Denny's Lakeview Inn LLC** – Glen Township
- # 10 Farm Island Store, Inc., d/b/a **Farm Island Store** – Farm Island Township
- # 11 N5 Corporation, d/b/a **Fisherman's Bay** – Workman Township
- # 12 The Glen Store & Grill, Inc., d/b/a **The Glen Store & Grill** – Malmo Township
- # 13 Harry Ray Hilton, d/b/a **Harry's Midtown Liquor** – City of Hill City
- # 14 K.L. Gulbraa, Inc., d/b/a **Hill City Liquors** – City of Hill City
- # 15 Rips HLI, Inc., d/b/a **Horseshoe Lake Inn** – Shamrock Township
- # 16 Pepera Properties, Inc., d/b/a **Jacksons Hole** – Salo Township
- # 17 Joe's Country Store, Inc., d/b/a **Joe's Country Store** – Malmo Township
- # 18 Almar Holdings, LLC, d/b/a **The Junction** – Hazelton Township
- # 19 MacDonald Ent. of Aitkin, Inc., d/b/a **The Landing** – Aitkin Township

Aitkin County Board of Commissioners
Request for County Board Action/Agenda Item Cover Sheet



To: Chairperson, Aitkin County Board of Commissioners Date: 3-20-12

Via: Patrick Wussow, County Administrator

From: Patrick Wussow, County Administrator

Title of Item:

Marketing Agreement with Maven Perspectives for Long Lake Conservation Center

Requested Meeting Date: 3-27-12 Estimated Presentation Time: _____

Presenter: Patrick Wussow, County Administrator

Type of Action Requested (check all that apply)

- For info only, no action requested
- For discussion only with possible future action
- Let/Award Bid or Quote (attach copy of basic bid/quote specs or summary of complex specs, each bid/quote received & bid/quote comparison)
- Approve/adopt proposal by motion
- Authorize filling vacant staff position
- Request to schedule public hearing or sale
- Request by member of the public to be heard
- Item should be addressed in closed session under MN Statute _____
- Approve under Consent Agenda
- Adopt Ordinance Revision
- Approve/adopt proposal by resolution (attach draft resolution)
- Other (please list) _____

Fiscal Impact (check all that apply)

- Is this item in the current approved budget? Yes _____ No _____ (attach explanation)
- What type of expenditure is this? Operating Capital Other (attach explanation)
- Revenue line account # that funds this item is: _____
- Expenditure line account # for this item is: _____

Staffing Impact (Any yes answer requires a review by Human Resources Manager before going to the board)

- Duties of a department employee(s) may be materially affected. Yes No
- Applicable job description(s) may require revision. Yes No
- Item may impact a bargaining unit agreement or county work policy. Yes No
- Item may change the department's authorized staffing level. Yes No



Supporting Attachment(s)

- Memorandum Summary of Item
- Copy of applicable county policy and/or ordinance (excerpts acceptable)
- Copy of applicable state/federal statute/regulation (excerpts acceptable)
- Copy of applicable contract and/or agreement
- Original bid spec or quote request (excluding complex construction projects)
- Bids/quotes received (excluding complex construction projects, provide comparison worksheet)
- Bid/quote comparison worksheet
- Draft County Board resolution
- Plat approval check-list and supporting documents
- Copy of previous minutes related to this issue
- Other supporting document(s) (please list) _____

Provide eleven (11) copies of supporting documentation NO LATER THAN Wednesday at Noon to make the Board's agenda for the following Tuesday. Items WILL NOT be placed on the Board agenda unless complete documentation is provided for mailing in the Board packets. (see reverse side for details)

AITKIN COUNTY ADMINISTRATION

Aitkin County Courthouse
217 Second Street N.W. Room 130
Aitkin, MN 56431
218-927-7276
Fax: 218-927-7374

TO: Aitkin County Commissioners

FROM: Patrick Wussow, County Administrator

RE: Approve Entering into Marketing Agreement with Maven Perspectives for Long Lake Conservation Center

DATE: March 20, 2012

In January of this year staff advertised for marketing firms to help the County better market Long Lake Conservation Center (copy of RFP attached). Two firms responded. Interviews were conducted with the County Administrator, Land Commissioner, Economic Dev. Cor., LLCC Administration Coordinator, Commissioners Wedel and Westerlund. Following the interviews Mark Jacobs presented the preliminary findings to the Park Committee on Monday March 19th.

The low estimate was from Maven Perspectives at an amount of \$35,800.00 plus travel and materials. Following the initial presentations, the interview committee determined it would like to see the proposal revised into two phases with specific goals. The first phase would be as follows:

Goal #1 Market Research

- a. Internal Landscape Review
- b. External Landscape Review

Goal #2 Exploring New Markets

- a. Clarifying Scope and Establishing Drivers
- b. General Marketing

The work plan for the second phase would be determined after completing phase one, however it would use their original proposal as a guideline. Included for your information is a complete proposal from the representatives from Maven Perspectives LLC.

It is Staff's recommendation to enter into an agreement (created following the County Board's action) with Maven Perspectives LLC in the amount of \$22,000. It was the group's consensus that this firm does possess the ability to create a marketing strategy that will determine the strengths of Long Lake, and how to build a better marketing plan.