

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



To: Chairperson, Aitkin County Board of Commissioners Date: 2-6-13

Via: Patrick Wussow, County Administrator

From: Patrick Wussow, County Administrator

Title of Item:

LLCC Business and Marketing Manager Follow-up

Requested Meeting Date: 2-12-13 Estimated Presentation Time: _____

Presenter: Patrick Wussow, County Administrator

Type of Action Requested (check all that apply)

- For info only, no action requested
- For discussion with possible 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 (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: LLCC Business and Marketing Manager Hiring Follow-up

DATE: January 31, 2013

This will be a verbal presentation.



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Help wanted: LLCC manager

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LLCC lodge

The North Star Lodge at Long Lake Conservation Center.

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Posted: Friday, November 2, 2012 11:22 am | Updated: 10:28 am, Tue Nov 6, 2012.

0 comments

Posted on November 2, 2012 by Nanci Sauerbrei

After more than a year without an executive director at Long Lake Conservation Center (LLCC), a business and

marketing manager will be hired and take over the leadership.

The Aitkin County Board approved the new position that will focus on implementing the recommendations made by Maven Consulting for bringing more revenues into LLCC.

Commissioner Brian Napstad voted against the motion, preferring to delay another two weeks to define measurable goals and a timeline for financial sustainability. In addition to the salary, estimated between \$39,520 and \$71,344, one step lower than the previous executive director's position, he cautioned that the total package with benefits could approach \$100,000.

"This is a person who will say, 'What's my budget?'" Napstad expected \$250,000 a reasonable amount for LLCC to become more attractive among camps.

Land Commissioner Mark Jacobs wants the name, Long Lake Conservation Center, to generate familiarity

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among people, like Wolf Ridge at Finland where he visited recently. Grant writing experience would be a requirement to help achieve that goal.

Other than improved cell phone reception, Commissioner Anne Marcotte did not expect many of the consultant's recommendations, like website visibility and fundraising, to cost a lot of money. Commissioner Laurie Westerlund suggested interns could perform many of the duties.

"There's a way to do it, (we) just need to get someone in there to figure it out," Jacobs said. He agreed with Napstad that a realistic business plan was necessary with a date to evaluate success or failure.

"In my opinion," said Commissioner Don Niemi, "we moved this far. See if it can break even. It's not an albatross we have to have forever."

"We're trying to give it every chance possible," Board Chair Mark Wedel said. "Make it or break it."

"It just seems to follow along and consume resources, it's a substantial amount of money," Napstad added. "Bring it to the public. Have a referendum, Determine if it's really a service to the public."

The business manager hiring will proceed. In the meantime, a contract will be developed to set goals and objectives for a new hire.

Lake Improvement District

Environmental Director Terry Neff brought a draft of a proposed LID (Lake Improvement District) policy, modeled after Crow Wing county's LID policy, to the board for discussion. As soon as minor revisions are made to the policy, the board is expected to take prompt action on its adoption so that future LID applications can be enforced under Aitkin County guidelines.

Next July or August, a referendum will be held when Lake Minnewawa property owners will decide whether a LID should be established. The need for a referendum came about when one group petitioned for a LID and another group petitioned against the LID. If the referendum passes, the Minnewawa LID would be subject only to the state's rules because the application was made before a county policy was adopted.

Vets' Community Outreach grant

Minnesota's 87 counties will receive an equally distributed share of \$200,000, a one-time appropriation from the Minnesota Department of Veterans Affairs. Veterans Service Officer Penny Harms said that the \$2,298 grant would be used for radio ads and publicity at the Aitkin County commerce show.

Flood summary, property tax relief

County Assessor Mike Dangers summarized the reassessment of Aitkin County's June 2012 flood damage as follows:

- Total number of parcels with building damage: 310
- Total number of homes destroyed: Five
- Estimated total dollar value of damage to buildings: \$4,533,900
- Average dollar value of damage per parcel: \$14,625
- Total number of parcels potentially eligible for tax relief: 215



Calendar

February 2013						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
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Homes

2BR Townhome w/attached garage, air, gas heat, utility room w/hookups.
 Updated: 7:54 am

Year Around Mobile Home, 1986 Schultz, 2BR, 2BA, on Bay
 Updated: 7:54 am

FSBO, 3 bdrm, 2 bath, rented lot, 2 miles from
 \$30,000
 Updated: 7:54 am

[More Homes](#)

Posted in Government meetings on Friday, November 2, 2012 11:22 am. Updated: 10:28 am.

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