

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY
JUNE 19, 2008**

1. CALL TO ORDER

President Kuchinka called the meeting to order at 7:00 a.m. in the Council Chambers at 415 Central St. W.

MEMBERS PRESENT:

Pierskalla, Dietz, Furrer, Duban, Kuchinka, Lieske and Smith

MEMBERS ABSENT:

None

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

Wade Fradenburgh of Bonanza Signs, Inc.

2. AGENDA

Kuchinka asked if anyone had any additions or deletions to the agenda. Furrer stated she would like to have Kevin Malecha moved up on the agenda to discuss Main Street landscaping options. Smith said he would like Nathan Boden added to the agenda to discuss an advertising/marketing opportunity at the Rice County Deputy Sheriff's Association Golf Tournament. Erickson said he would like to add review of the EDA's web site, review information received at a recently attended conference and review the proposed Main Street business signs along Highway 19. A motion was made by Duban and seconded by Pierskalla to approve the agenda with the requested additions. Vote for: Pierskalla, Dietz, Furrer, Duban, Kuchinka, Lieske and Smith Against: None Vote 7-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE MAY 15, 2008 REGULAR MEETING

Kuchinka asked if anyone had any addition or deletions to the minutes. Kuchinka said he should not be noted as a vote in the (re)location of the compost site because he was not present for that portion of the meeting. Smith said he thought the decision on the sign was tabled and it is stated in the minutes as not tabled. The consensus of the EDA was to also include language in the minutes that states the EDA requested Wade Fradenburgh attend the June 19, 2008 EDA meeting to discuss the sign and answer any questions of the EDA. A motion was made by Smith and seconded by Lieske to approve the minutes of May 15, 2008 meeting with the mentioned corrections. Vote for: Pierskalla, Dietz, Furrer, Duban, Kuchinka, Lieske and Smith Against: None Vote 7-0. Motion carried.

4. APPROVAL OF THE TREASURER'S REPORT

Erickson reviewed the May 2008 Treasurer's report. A motion was made by Lieske and seconded by Duban to approve the May 2008 Treasurer Report. Vote for: Pierskalla, Dietz, Furrer, Duban, Kuchinka, Lieske and Smith. Against: None Vote 7-0. Motion carried.

5. OLD BUSINESS

a. Discuss EDA Sign Possibility – 4' x 20' LED Sign

Wade Fradenburgh of Bonanza Signs, Inc. was present at the meeting to review the proposed sign to be located along Highway 19. Fradenburgh stated the sign is seventeen (17) feet, two (2) inches long and forty-nine (49) inches tall. He said there are four (4) lines of red text. He said the sign could be delivered in three (3) to four (4) weeks. Kuchinka asked the cost for setting up the sign after it is installed. Fradenburgh said all that is needed is a laptop, software at no charge, a USB cable, training and tax. Kuchinka asked if three (3) or four (4) scowling ads could be seen at one time. Fradenburgh said that the frames can be held for as long as eight (8) seconds. Dietz asked if the City had a laptop. Erickson replied yes. Dietz asked who will organize, changes the ads, etc. Erickson said probably me. Smith asked if anyone knew how much the sign would be used and letters should be sent out to see if anyone is interested. Smith said the goal of the sign is to sell advertisement time. Dietz said contracts are needed, just like advertising long term in the newspaper. Smith asked if the letters are readable with traffic going sixty (60) to sixty-five (65) miles per hour. Fradenburgh said the letters are nine (9) inches tall. He said with the speed of traffic, motorists need about four hundred and fifty (450) feet of sight and eight (8) seconds to read the message. Pierskalla asked if the sign is something the EDA wants for just business ads and/or community events. Kuchinka said he is interested in the sign because it is half the cost of a new one. Fradenburgh said the sign new costs \$32,300.00. Smith and Dietz said the EDA has talked about increased communications. Smith questioned the EDA's role and the cost coming from the EDA's budget. He said the City should cost share in the cost of the sign. Duban and Furrer said they would draft a "sign use" survey to be given out to businesses to determine the level of interest in the sign. Kuchinka asked the members how they wanted to proceed. Duban said the sign should be placed in a different location. Furrer said the proposed business park location might make the lot the sign is proposed to be located on difficult to sell. She also said Trondhjem Church does not want a flashing sign located near their property. There was general discussion on several different locations: (1) Jaycee Park, (2) Great Wrench vacant property and (3) Lonsdale Telephone's property along Highway 19.

b. Update on Proposed Business Park

Erickson said the City Council held a Special Meeting to discuss the topic. He said there were comments made for and against the proposed Business Park. Erickson said most of the meeting focused on making the zoning flexible to allow for outside storage and metal but not pole buildings. He said Trondhjem Church expressed their concerns about the look of the buildings, construction and cost of

improving Garfield Ave and keeping the Church visible. Erickson said to this point, the formal review and approval process has not been initiated by the developer/property owner.

6. NEW BUSINESS

a. Discuss Main Street Lighting and Landscaping Options

Kevin Malecha of Affordable Landscaping by Don's Trucking was present to review several landscaping options for Main Street. Malecha said he was proposing several planters that would be nine (9) feet long by four (4) feet wide in various locations on Main Street. Kuchinka said the sidewalks are narrow and he did not want to have the planters take up too much space. Malecha said the sidewalks in some locations are already narrow. Malecha also said he was proposing to use paver stones for the pedestrian crossing areas of the sidewalk to bring attention to and liven up to the area. Furrer asked what a realistic construction timeline is. Malecha said the planters would take seven (7) to eight (8) days to construction and six (6) days for the pavers to be placed. There was general discussion on the size of the planters, width of current and new sidewalks. The same group that met with Malecha was going to meet and discuss several options. A motion was made by Furrer and seconded by Smith for the EDA to obtain additional information. Vote for: Pierskalla, Furrer, Duban, Kuchinka, Lieske and Smith. Against: None Vote 6-0. Motion carried.

The EDA discussed light poles and if this project is something they wanted to do. During discussion, it was decided that members would bring five (5) light pole options to the next meeting.

b. Consider Approval to Advertise/Sponsor a Hole at the Rice County Deputy Sheriff's Association Annual Golf Tournament

Smith introduced Nathan Boden of the Rice County Sheriff's Department. Boden said to sponsor a hole, the cost of \$50.00. He said attendees at the tournament include Law Enforcement personnel and area business owners. The EDA thought it would be beneficial to advertise/sponsor a hole to let business owners know the City has an EDA and it is active in the community. A motion was made by Duban and seconded by Smith to advertise/sponsor a hole at the 2008 Rice County Deputy Sheriff's Association Golf Tournament. Vote for: Pierskalla, Furrer, Duban, Kuchinka, Lieske and Smith. Against: None Vote 6-0. Motion carried.

c. Discuss Southern MN Initiative Foundation (SMIF) Meeting

Erickson said he received information about the SMIF and they were requesting to meet with the City to familiarize the City/EDA with the SMIF. Erickson said he would contact the SMIF and have them attend the next EDA meeting.

- d. Update on Downtown Businesses Sign for Highway 19
Erickson showed the EDA what the signs would look like. He said he has been working with MnDoT for approval of the signs in the State's Right of Way.
- e. Update on CVN Follow-Up
Erickson quickly reviewed an email sent by Deanna Kuennen, Rice County Economic Development Director, which provided an update on business that have recently presented at the CVN.
- f. Review of EDA Website Improvements
Erickson showed the EDA the updated EDA website. He said several things still need to be added and the site will be complete by the next meeting. The EDA members thought the web page looked good.
- g. Review of League of Minnesota Conference Materials
Erickson provided the members with a handout that was received at the recently attended League of MN Cities annual conference. The materials pertained to Community Entrepreneurship.

7. OTHER BUSINESS

- a. None

8. ADJOURNMENT

A motion was made by Pierskalla and seconded by Furrer to adjourn the meeting. Vote for: Pierskalla, Furrer, Duban, Kuchinka, Lieske and Smith. Against: None
Vote 6-0. Motion carried. The meeting ended at 9:15 a.m.

Respectfully Submitted:

Joel A. Erickson, City Administrator