

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY WORK SESSION
SEPTEMBER 3, 2009**

1. CALL TO ORDER

President Lieske called the work session to order at 7:00 a.m. in the City Council Chambers at 415 Central St. W.

MEMBERS PRESENT:

Dietz, Furrer, Duban, Kuchinka, Pierskalla and Lieske

MEMBERS ABSENT:

Smith

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

None

2. AGENDA

Lieske asked if anyone had any additions or deletions to the agenda. A motion was made by Furrer and seconded by Duban to approve the agenda as presented. Vote for: Furrer, Duban, Dietz, Lieske, Kuchinka and Pierskalla Against: None Vote 6-0. Motion carried.

3. APPROVAL OF THE MINUTES

a. None

4. APPROVAL OF THE TREASURER'S REPORT

a. None

5. OLD BUSINESS

a. None

6. NEW BUSINESS

a. Discuss Ideas and Implementation of the Lonsdale First Program

Erickson said he recommended the first time the EDA implement the Lonsdale First program was during the upcoming holiday season. Furrer said the program should be advertised in the Extra and the Lonsdale News Review to make as many people aware of the program as possible. The Board reviewed information provided by Furrer on the New Prague Hometown Holiday promotion. Dietz suggested to get business buy-in into the program a meeting should be held to review the program. Kuchinka said the first time the program should be free to businesses but after that, there should be a nominal fee to participate. Lieske

suggested no fee be charged but the business should be responsible for the cost of the stamp. Dietz questioned if there was no fee would businesses buy into the program with no expense or sense of ownership. The board suggested a fee of \$25.00 to participate in the program. For the loyalty punch card to be put into the drawing, the Board suggested that \$50.00, in increments of \$5.00 be spent in Lonsdale. The Board discussed the size of the Loyalty punch card and information to would be included. Erickson said he would talk to John Volertson at Fred's IGA regarding the cost of a HDTV and also Kelly Lueck about the size and information on the loyalty punch card. The Board suggested that only businesses in Lonsdale be allowed to participate in the program. The Chamber will be asked to participate in some way. Erickson said he would draft a guest column for the Lonsdale News Review about the program for the next EDA meeting for review and approval. The Board discussed the following prizes for the raffle: (1) 32" HDTV (1) \$100.00 check; (5) \$50.00 checks; (10) \$25.00 checks. The checks will only be usable at businesses participating in the program and will be void after six (6) months. The Board also suggested the program begin on November 16, 2009 and run through December 30, 2009 at noon. Erickson said he would have the information finalized for consideration for approval at the Board's September 17, 2009 regular meeting.

7. OTHER BUSINESS

a. None

8. ADJOURNMENT

A motion was made by Furrer and seconded by Duban to adjourn the meeting. Vote for: Furrer, Duban, Lieske, Kuchinka, Dietz and Pierskalla Against: None Vote 6-0. Motion carried. The meeting ended at 8:45 a.m.

Respectfully Submitted:

Joel A. Erickson, City Administrator