

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY
DECEMBER 17, 2009**

1. CALL TO ORDER

President Lieske called the meeting to order at 7:03 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: Dietz, Furrer, Duban, Lieske, Kuchinka and Pierskalla Against: None Vote 6-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE NOVEMBER 19, 2009
REGULAR MEETING**

Lieske asked if anyone had any additions or deletions to the minutes. A motion was made by Duban and seconded by Kuchinka to approve the minutes of the November 19, 2009 regular meeting. Vote for: Dietz, Furrer, Duban, Lieske, Kuchinka and Pierskalla Against: None Vote 6-0. Motion carried.

4. APPROVAL OF THE TREASURER'S REPORT

Erickson reviewed the November 2009 Treasurer's report. He stated the beginning balance, revenue(s), expenditure(s) and ending balance. Duban stated the shipping for the Lonsdale First stamps was more than the product. Erickson said the cost was for next day shipping. Furrer reminded the Board that the EDA will not receive funding in 2010. A motion was made by Furrer and seconded by Duban to approve the November 2009 Treasurer's Report. Vote for: Dietz, Furrer, Duban, Kuchinka, Lieske and Pierskalla Against: None Vote 6-0. Motion carried.

5. OLD BUSINESS

- a. Update on Small Cities Development Program Grant

Erickson said the bids for seven projects were opened on October 29, 2009 and the project grants ranged between \$8,082.00 and \$24,691.00. He said one project will receive an EDA loan in the amount of \$2,020.00. Kuchinka asked if the process went smoothly. Erickson said he only received one complaint from a property owner regarding the process.

- b. Update on the “Lonsdale First” Program

Erickson said he had ordered 13,000 loyalty cards and has about 2,000 left. He said he has picked up some filled out cards from various businesses. Dietz said the next time the program is done, the dollar amounts should be \$10.00 and not \$5.00 for a total card amount spent of \$100.00. Kuchinka said the EDA should charge next time to help offset some of the EDA’s costs. Dietz said she felt that the EDA members should not be able to win any prize. She said she personally will not be participating. There was general discussion on whether or not EDA members should be eligible to participate. It was decided to leave it up to each individual as to whether or not they participate personally in the program. The next Loyalty Program was discussed. After discussion, it was decided to start the next loyalty program on February 1, 2010, to solicit businesses the first week of January, add “Initiative of the EDA” and “drawing date” to the cards, request a cash donation or minimum prize of \$25.00 from each participating business, the program will end March 31, 2010 and the drawing will be held at the April 15, 2010 EDA meeting. The Board also decided that there will be five prizes (\$200, \$100, \$100, \$50 and \$50, totaling \$500. A motion to approve the next Lonsdale First Loyalty program as stipulated above was made by Kuchinka and seconded by Duban. Vote for: Dietz, Furrer, Duban, Kuchinka, Lieske and Pierskalla Against: None Vote 6-0. Motion carried.

- c. Advertising

Erickson said no action has been taken on the billboard since the last meeting. The Board discussed advertising in a south metro newspaper. Erickson suggested calling the Star Tribune for publicity on the EDA. The Board also discussed providing a monetary reward of \$500 to anyone who is capable of getting a business to locate in Lonsdale. The Board discussed restrictions to receive the \$500, including: (1) new business to town only, (2) no home occupations and (3) to review restrictions with the City Attorney. Furrer said she would contact the newspaper for proofs for a “wanted/reward” poster for this initiative.

- d. Rice County Economic Impact Analysis Meeting

Erickson said the meeting scheduled for December 9, 2009 was cancelled due to bad weather but has been rescheduled for January 13, 2010. He said if anyone wanted to attend, to let him know so he can RSVP.

6. NEW BUSINESS

a. Update on CVN

Furrer said she attended the session and it was informational. She reviewed the businesses that presented at the session.

7. OTHER BUSINESS

None

8. ADJOURNMENT

A motion was made by Furrer and seconded by Duban to adjourn the meeting. Vote for: Dietz, Furrer, Lieske and Kuchinka Against: None Vote 6-0. Motion carried.

The meeting ended at 8:43 a.m.

Respectfully Submitted:

Joel A. Erickson, City Administrator