

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY
NOVEMBER 19, 2009**

1. CALL TO ORDER

President Lieske called the meeting 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:

Bonnie Simon and John Vollertsen of the Lonsdale Area Chamber of Commerce

2. AGENDA

Lieske asked if anyone had any additions or deletions to the agenda. A motion was made by Duban and seconded by Kuchinka 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 OCTOBER 13, 2009 REGULAR MEETING

Lieske asked if anyone had any addition or deletions to the minutes. A motion was made by Duban and seconded by Furrer to approve the minutes of the October 13, 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 October 2009 Treasurer's report. He stated the beginning balance, revenue(s), expenditure(s) and ending balance. A motion was made by Furrer and seconded by Duban to approve the October 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 bid opening was held on Thursday, October 29, 2009. He said that bids for seven projects were opened. Erickson said the bids are being reviewed for completeness and once the low bid contractor is identified, contracts

and repayment agreements will be drafted and construction will begin. Furrer said she is waiting to be contacted by John Watson for a scope of work inspection. Erickson said he would contact Pettipiece to see what the hold up is. There was general discussion on whether or not local contactors bid on and will be working on any of the projects.

b. Update on the “Lonsdale First” Program

Erickson said the program has been up and running for several days and seems to be successful. He said he has only heard good comments about the program and the fact something is being done to help promote spending money locally. He said he initially ordered 3,000 loyalty cards and has ordered 5,000 more.

c. Review and Status of 2009 EDA Goals (Advertising)

Erickson said this was discussed at the last meeting and Kuchinka said he would contact Judy Pumper regarding the EDA installing a billboard on her property adjacent to I-35. Kuchinka said he spoke to Pumper and that she is interested in the idea and would like more information. Erickson said he would contact Rice County for the cost of permits and also Northfield to discuss the cost of and lease agreements for their signs installed along I-35 several years ago.

d. Review Updated Streetscape Costs

Erickson reviewed the updated costs of the streetscape project. He said the estimate is down about 9% from 2007 when the project was last estimated. There was general discussion on interest for the project being completed and the amount that would be proposed to be assessed against the benefiting properties. After discussing the project, the Board decided to revisit the project in six months.

6. NEW BUSINESS

a. Discuss Collaboration Between the EDA and Lonsdale Area Chamber of Commerce

Bonnie Simon and John Vollertsen of the Lonsdale Area Chamber of Commerce were present to discuss joint ventures between the two organizations. Discussion focused on cooperating more on future Loyalty Programs, having Santa visit the community meeting room at the Library, working on “Heritage” events together. Dietz said the Lonsdale First program needs to be advertised in the paper. Erickson said it will be in the next edition of the Lonsdale News Review. Duban left the meeting at 8:27 am. Discussion focused on asking businesses to stay open later on Thursday or Friday night, like was done in the past. Vollertsen said it would be better to be open on Saturday and Sunday during the day then one night during the week. Discussion was held on greeting and welcoming new businesses to town. It was decided to welcome with several businesses to town on Tuesday, November 24, 2009 at 10:00 am

b. Rice County Economic Impact Analysis Meeting

Erickson stated that Rice County received a grant to have this study done. The Board reviewed the results, which show an increase in the number of jobs based

on each industry studied and asked if anyone was interested in attending the meeting, which will be a detailed review of the results.

c. NDR Cables Business Meeting

Erickson and Furrer updated the Board on the meeting held with NDR Cables.

d. Call Center Business Prospect

Erickson reviewed the proposal submitted to the business prospect. He said he would keep the Board updated when he had more information. Pierskalla left the meeting at 8:47 pm.

7. OTHER BUSINESS

None

8. ADJOURNMENT

A motion was made by Furrer and seconded by Lieske to adjourn the meeting. Vote for: Dietz, Furrer, Lieske and Kuchinka Against: None Vote 6-0. Motion carried. The meeting ended at 8:48 a.m.

Respectfully Submitted:

Joel A. Erickson, City Administrator