

**MINUTES
CITY OF LONSDALE
SPECIAL ECONOMIC DEVELOPMENT AUTHORITY MEETING
APRIL 30, 2009**

1. CALL TO ORDER

President Lieske called the special meeting to order at 7:01 a.m. in the Council Chambers at 415 Central St. W.

MEMBERS PRESENT:

Dietz, Furrer, Duban, Kuchinka and Lieske

MEMBERS ABSENT:

Smith and Pierskalla

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, Kuchinka, Lieske and Dietz Against: None Vote 5-0. Motion carried.

3. APPROVAL OF THE MINUTES

None

4. APPROVAL OF THE TREASURER'S REPORT

None

5. OLD BUSINESS

a. None

6. NEW BUSINESS

a. Discuss and Consider Approval of Phase II of the Marketing Proposal Submitted by Perspective Marketing

Erickson reviewed the last marketing taskforce meeting held and stated the recommendation is to work on the inserts and folders in house and contract for printing. There was general discussion by the board on the marketing campaign and the revised proposal submitted by Perspective Marketing in the amount of \$16,000.00. The board stated that based on the revised proposal, the EDA would be doing more work than expected for \$16,000.00 and discussed completing phase II in house. Furrer suggested a picture contest be held for pictures to be

on the folders. The board agreed and felt it would be a way to get community support for the project. Dietz asked how the EDA was going to spearhead the Lonsdale First Program. Erickson said the Chamber will need to be a partner in the project. Erickson, Furrer, Duban and Dietz provided the board with a review of the website meeting with move one degree. A motion was made by Furrer and seconded by Duban to complete phase II of the marketing Vote for: Furrer, Duban, Kuchinka, Lieske and Dietz Against: None Vote 5-0. Motion carried.

7. OTHER BUSINESS

a. None

8. ADJOURNMENT

A motion was made by Duban and seconded by Furrer to adjourn the meeting. Vote for: Furrer, Duban, Kuchinka and Lieske Against: None Vote 4-0. Motion carried. The meeting ended at 7:55 a.m.

Respectfully Submitted:

Joel A. Erickson, City Administrator