

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY  
JANUARY 30, 2009**

**1. CALL TO ORDER**

President Lieske called the special meeting to order at 7:37 a.m. in the Council Chambers at 415 Central St. W.

**MEMBERS PRESENT:**

Dietz, Furrer, Duban, Pierskalla, Smith and Lieske

**MEMBERS ABSENT:**

Kuchinka

**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, Smith and Pierskalla Against: None Vote 6-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE DECEMBER 18, 2008  
REGULAR MEETING**

None

**4. APPROVAL OF THE TREASURER'S REPORT**

None

**5. OLD BUSINESS**

a. Consider Approval of a Marketing Proposal Submitted by Perspective Marketing in the Amount of \$15,000.00

Erickson reviewed the marketing proposal submitted by Perspective Marketing. Smith asked how far the marketing plan would reach. Erickson said idealistically, the Upper Midwest but realistically 50-100 miles of Lonsdale. Pierskalla asked the cost of printing the materials. Furrer said the cost for 1,000 folders was between \$8,000.00 and \$10,000.00 for an average cost of \$8.00 to \$10.00 per piece. Pierskalla asked if bids would be obtained for printing. Furrer replied yes. There was general discussion on the proposal. Smith said the EDA needs to do something and be pro-active. There was general discussion on funding the plan. It was the consensus of the EDA to be aggressive and find other funding sources. A motion was made by Pierskalla and seconded by Smith to approve the marketing proposal submitted by Perspective Marketing in the amount of \$15,000.00. Vote for: Dietz, Furrer, Duban, Lieske, Smith and Pierskalla Against: None Vote 6-0. Motion carried.

**6. NEW BUSINESS**

a. None

**7. OTHER BUSINESS**

a. Update on Laura Jane Musser Fund Grant Request

Erickson said he received notice that the EDA grant application was not funded.

b. Main Street Business Meeting – Friday, February 6, 2009 at 9:00 am at City Hall

Erickson informed the EDA that Mayor Rud was holding an informal discussion with Main Street business and property owners to discuss issues concerning Main

St. on Friday, February 6<sup>th</sup> at 9:00 am at City Hall. He encouraged the EDA members to attend if possible.

**8. ADJOURNMENT**

A motion was made by Duban and seconded by Smith to adjourn the meeting. Vote for: Vote for: Dietz, Furrer, Duban, Lieske, Smith and Pierskalla Against: None Vote 6-0. Motion carried. The meeting ended at 7:55 a.m.

Respectfully Submitted:

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Joel A. Erickson, City Administrator