

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

1. CALL TO ORDER

President Lieske called the meeting to order at 7:04 a.m. in the City Council Chambers at 415 Central St. W.

MEMBERS PRESENT:

Dietz, Furrer, Duban, Kuchinka, Pierskalla, Smith and Lieske

MEMBERS ABSENT:

None

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

Bonnie Simon, Kelly Lueck and Barb Cole 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 Kuchinka and seconded by Duban to approve the agenda as presented. Vote for: Furrer, Duban, Dietz, Lieske, Kuchinka, Smith and Pierskalla Against: None Vote 7-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE AUGUST 20, 2009 REGULAR MEETING AND THE SEPTEMBER 3, 2009 WORKSESSION

Lieske asked if anyone had any addition or deletions to the minutes. A motion was made by Duban and seconded by Kuchinka to approve the minutes of the August 20, 2009 regular meeting and the September 3, 2009 work session. Vote for: Furrer, Duban, Lieske, Kuchinka, Dietz, Smith and Pierskalla Against: None Vote 7-0. Motion carried.

4. APPROVAL OF THE TREASURER'S REPORT

Erickson reviewed the August 2009 Treasurer's report. He stated the beginning balance, revenue(s), expenditure(s) and ending balance. A motion was made by Duban and seconded by Dietz to approve the August 2009 Treasurer's Report. Vote for: Furrer, Duban, Kuchinka, Lieske, Dietz, Smith and Pierskalla Against: None Vote 7-0. Motion carried.

5. OLD BUSINESS

a. Update on Small Cities Development Program Grant

Erickson said he sent all property owners within the commercial target area a memo, summary of the grant program and an application. He said to date, two commercial applications and six housing applications have been submitted. He said the housing applications have a scope of work complete and are ready for bidding. Erickson said any funds not committed to after four months, will be eligible to be used by Montgomery applicants.

b. Consider Approval of the "Lonsdale First" Program

Erickson said the first program/promotion should be short term and begin shortly before Thanksgiving and end at the end of the year. Erickson asked for feedback regarding the proposed letter he will be sending out to businesses and that will be put in the paper. Kuchinka said more emphasis should be put on the home businesses. Erickson said he would add that language. Erickson said he plans to send a letter to each business in Lonsdale, to the Chamber for a mass email/distribution and in the Lonsdale News Review. A motion was made by Pierskalla and seconded by Dietz to approve the Lonsdale First Program as follows: (1) begin November 16th and end December 30th; (2) prizes for raffle will include (1) 32" HDTV, (1) \$100 check (5) \$50.00 checks, (10) \$25.00 checks, with checks only being good at participating businesses and they are void after six months. Vote for: Furrer, Duban, Kuchinka, Lieske, Dietz, Smith and Pierskalla Against: None Vote 7-0. Motion carried.

6. NEW BUSINESS

a. Consider a Request of \$3,000.00 by the Lonsdale Area Chamber of Commerce (LACC) for Advertising in the 2010 Lonsdale Chamber and Resource Guide

Bonnie Simon representing the LACC stated by donating to the resource guide, it would provide the EDA and City an opportunity to advertise. Simon said the City received about nine pages of advertising in the last edition of the guide and that would remain the same. She said the schools will be talked to about advertising as well. She also said the churches will be covered by Chamber. Simon said that the price(s) charged to advertise cover the expenses and provide a small revenue to off-set chamber resources. The Board held general discussion on the welcome service and if the guides will be provided to all new community members. Pierskalla asked if less of a donation meant less pages of advertising. Lueck said it would depend but typically, less money means less advertising. Duban asked if it cost extra for ad layout services. Lueck said layout is free depending on what is desired. Furrer asked if there would be an up charge for non-chamber members. Cole said it depends on what the outcome of the EDA's decision is. Simon said she thought they would have to include non-chamber members, who would pay more to advertise than chamber members. Pierskalla questioned if the EDA was getting their moneys worth or if it was more economical to just purchase an ad for the EDA. Furrer said the EDA has had their funding reduced by half in 2009 and no funding proposed for 2010. Kuchinka said the EDA spent a lot of money on its new logo and advertising materials. Dietz said the EDA needs to show a

presence in the guide and this is a way for the EDA to show its support for the Chamber and the two organizations working together. The Board held general discussion on the number of pages, amount proposed for the donation or continuing what the EDA has already started with the Lonsdale First Program. Kuchinka asked if the Board could decide on the donation amount today and content later. A motion was made by Kuchinka to donate \$3,000.00 to the LACC for the Resource Guide and to work with the publisher to figure what is and what is not needed for the guide and that non-chamber members be asked to advertise in the resource guide. Vote for: Furrer, Duban, Kuchinka, Lieske, Dietz, Smith and Pierskalla Against: None Vote 7-0. Motion carried.

7. OTHER BUSINESS

CVN

Duban asked if any businesses that presented at the last CVN session had shown interest in Lonsdale. Erickson said he had not heard of any interest but did inform Rice County that Lonsdale was interested in all of the businesses.

Rescheduling of October EDA Meeting

Erickson said the Library Board motioned to attend the MN Library Association conference in St. Cloud October 14th, 15th and 16th. He said the 15th would be the day of the next EDA meeting and asked if the meeting could be rescheduled. A motion was made by Pierskalla and seconded by Smith to reschedule the October 15th EDA meeting to October 13th at 7:00 am. Vote for: Furrer, Duban, Kuchinka, Lieske, Dietz, Smith and Pierskalla Against: None Vote 7-0. Motion carried.

8. ADJOURNMENT

A motion was made by Duban and seconded by Smith to adjourn the meeting. Vote for: Furrer, Duban, Lieske, Kuchinka, Smith and Pierskalla Against: None Vote 6-0. Motion carried. The meeting ended at 8:10 a.m.

Respectfully Submitted:

Joel A. Erickson, City Administrator