

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY
APRIL 15, 2010**

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, Lieske, Kuchinka, Pierskalla and Daleiden

MEMBERS ABSENT:

None

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

Lonsdale Area Chamber of Commerce President Andrea Nelson

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, Pierskalla and Daleiden Against: None Vote 7-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE MARCH 18, 2010 REGULAR MEETING

Lieske asked if anyone had any additions or deletions to the minutes. A motion was made by Duban and seconded by Daleiden to approve the minutes of the March 18, 2010 regular meeting. Vote for: Dietz, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

4. APPROVAL OF THE TREASURER'S REPORT

Erickson reviewed the March 2010 Treasurer's report. He stated the beginning balance, revenue(s), expenditure(s) and ending balance. Furrer asked if Children's Learning & Adventure Center made their March payment. Erickson they have not but staff has contacted them about making it. A motion was made by Daleiden and seconded by Kuchinka to approve the March 2010 Treasurer's Report and Monthly Bills. Vote for: Dietz, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden Against: None Vote 7-0. Motion carried.

5. OLD BUSINESS

a. Update on I-35 Signage

Erickson said that Kuchinka contacted Judy Pumper and she agreed to allow the EDA to erect a sign on her property for \$150.00 per month. He provided the Board three logo possibilities for the proposed sign along I-35 for consideration. Kuchinka said the sign needs to be eye catching. Dietz said the EDA spent money on a new logo and it should be used. The Board agreed that the new EDA logo will be used along with "Building for Tomorrow. Today." and directional information to Lonsdale from I-35. Daleiden stated that blues and red fade fast so vivid colors need to be used. The size and type of sign was also discussed.

b. Update on Business Park Meeting

Erickson reviewed the last meeting held regarding the Business Park. He said the sale price of developed land is too expensive to prospective businesses without the City and/or EDA providing financial incentives.

c. Update on Main Street Flower Planting

Erickson said a meeting was held regarding the flower plants on Tuesday, March 30, 2010. He said May 26th at 6:00 pm is the date and time the flowers will be planted, with an alternative date of June 2nd. Erickson said Furrer and Duban will select the flowers and they will be planted by the EDA, Jaycees, the local Master Gardeners and possibly the Girl Scouts.

d. Update on Meeting with ProfitSee

Erickson said he met with ProfitSee on Monday, April 12, 2010 and toured the Vosejka building, Five Star Embroidery, the Kuchinka building and the City in general. He said there will be a follow up meeting in the next several weeks and a possible meeting with ProfitSee and the local business community to gauge interest in the product and also about possibly investment opportunities. Erickson said the City should know in the next two weeks if ProfitSee will be locating in Lonsdale or not.

6. NEW BUSINESS

a. Conduct Drawing for the Lonsdale First Program

Lieske drew the winners for the Lonsdale First program. They were:

1. \$200.00 – Ken Vosejka
2. \$100.00 – Daryl & Kathy Rieck
3. \$100.00 – Dave Dols
4. \$50.00 – Jim Duban
5. \$50.00 – Faith Persing
6. Evelyn Duban – CPA Gift Certificate – Milton Trnka
7. Great Wrench Oil Change Gift Certificate – Joe Kodada

- b. Discuss Future Programming of the Lonsdale First Program
The Board had general discussion regarding the future of the program. Kuchinka asked how many cards were submitted for the drawing and that there needs to be more work done to increase interest in the program. Erickson said approximately 2,000 cards were submitted and he spoke to businesses before and after the program to collect thoughts and ideas on how to better run the program. The consensus of the Board was to have prizes and not cash for winners to create interest in the program. Prizes talked about ranged from a bike to an overnight stay at an area attraction. Erickson said he and the LACC talked about a possible partnership but the discussion was general. Kuchinka said the EDA should continue to run the program to include all of the Lonsdale businesses. Furrer said it is probably easier for the EDA to run the program. Pierskalla suggested letting the Chamber provide a partnership proposal for the EDA to consider and go from there. The Board discussed how often the program should be run. The Board agreed the program would run continually throughout the year. The Board discussed the next round of the program beginning in June and ending in August. The final details will be decided at the next Board meeting. Dietz recommended gathering all the participating businesses for a quick meeting to discuss the program. Kuchinka asked that Erickson provide him a list of the businesses that are sent the letter to participate in the program.
- c. Consider Approval to Purchase Supplies to repair the Industrial Park Sign
Erickson said the Industrial Park sign has been up for several years and is in need of repairs. A motion was made by Furrer and seconded by Kuchinka to purchase supplies to repair the sign. Vote for: Furrer, Duban, Lieske, Kuchinka and Pierskalla Against: None Vote 5-0. Motion carried.
- d. Next CVN Session – Friday, April 23, 2010 – 9:00 am – 3:00 pm
Erickson said the next CVN session is scheduled for Friday, April 23, 2010. He said himself and Andrea Nelson of the LACC will be attending and asked if anyone from the EDA wanted to attend and if so to let him know so he can RSVP with Rice County.
- e. Southeastern MN League of Municipalities – “Economic Development Tools for Cities and Businesses” Event
Erickson said he received the invitation the other day and wanted to make the Board was aware of the opportunity. He said he would not be able to attend because there is a City Council meeting that night.

7. OTHER BUSINESS

- a. Thursday Chat with the Chamber – 9:00 am After EDA Meeting
Andrea Nelson said the Thursday Chat is after the EDA meeting and welcomed the Board to attend to listen to a presentation for the motor cross group looking to locate in Rice County south of the Big Steer.

8. ADJOURNMENT

A motion was made by Duban and seconded by Pierskalla to adjourn the meeting.

Vote for: Vote for: Furrer, Duban, Lieske, Kuchinka and Pierskalla Against: None

Vote 5-0. Motion carried. Against: None The meeting ended at 8:49 a.m.

Respectfully Submitted:

Joel A. Erickson, City Administrator