

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY  
APRIL 16, 2009**

**1. CALL TO ORDER**

President Lieske called the meeting to order at 7:01 a.m. in the 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:**

None

**2. AGENDA**

Lieske asked if anyone had any additions or deletions to the agenda. A motion was made by Duban and seconded by Smith to approve the agenda as presented. Vote for: Furrer, Duban, Kuchinka, Lieske, Smith, Dietz and Pierskalla Against: None Vote 7-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE MARCH 19, 2009 REGULAR MEETING**

Lieske asked if anyone had any addition or deletions to the minutes. A motion was made by Duban and seconded by Pierskalla to approve the minutes of the March 19, 2009 regular meeting. Vote for: Furrer, Duban, Kuchinka, Lieske, Smith, Dietz and Pierskalla Against: None Vote 7-0. Motion carried.

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

Erickson reviewed the March 2009 Treasurer's report. Furrer asked if the \$7,500.00 expense shown on the report is the first or second payment to Perspective Marketing. Erickson said it was the first payment. A motion was made by Smith and seconded by Duban to approve the March 2009 Treasurer's Report. Vote for: Furrer, Duban, Kuchinka, Lieske, Smith, Dietz and Pierskalla Against: None Vote 7-0. Motion carried.

**5. OLD BUSINESS**

a. Update on Cinch Systems, Inc.

Erickson said he contacted Cinch Systems and was informed they had decided to locate their business in St. Michael, MN. due to the location relative to the owners

home in Corcoran and the building better met their needs. Erickson said he was told that the City did a good job at presenting the City and the financial proposal.

b. Update on EDA Marketing Program

Erickson said the marketing information was presented to the City Council for comments and suggestions at their last meeting. He said several members of the City Council did not like the logo and felt a more traditional or historical logo should be created. He said another Councilmember said the logo is trendy and will need to be redone in three to five years but said if the committee spent the time and the proposed logo is their recommendation, he would support it. The board felt the new logo would need an educational campaign associated with it. Erickson told the board the City Council liked the Lonsdale First Program and the logo when placed on banners. The board decided the proposed logo is what should be pursued.

**6. NEW BUSINESS**

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

Erickson said the proposal might be too expensive relative to the cuts recently made by the City Council and asked the board if they wanted to approve the proposal. The board reviewed the proposal and discussed the cost of the proposal. The board suggested a representative of GovOffice attend an upcoming meeting to discuss options for a website and that staff ask Perspective Marketing for a breakdown of the proposal fees. Erickson asked what the board felt comfortable spending. Kuchinka said between \$20,000.00 and \$25,000.00. The board asked Erickson to verify what the six page folder and 8 page insert consisted of. A motion was made by Smith and seconded by Dietz to approve spending \$20,000.00 on phase II of the marketing campaign.

b. 2009 Small Cities Development Program Grant – Invitation to Attend Implementation Workshop

Erickson said the joint grant application has not been formally approved but the two cities have been invited to attend a grant implementation training session in early May. Erickson said he spoke to a DEED employee and was told that if a city was invited to attend the implementation session, it is 99% guaranteed the grant would be approved. He said the reason DEED is not saying the grant is approved is because US HUD and MN DEED have not come to terms on the grant funding that will be awarded to Minnesota by the Federal government. Erickson said he plans to attend the training session.

c. Review of Community Ventures Network (CVN) Session – April 17, 2009

Erickson said the next CVN session is tomorrow and that he would be attending.

**7. OTHER BUSINESS**

a. Main Street Planters

Furrer said a meeting was held regarding the planting and watering of the Main St. flowerpots. She said a plan has been worked out for the planting and staff would be contacting business owners to confirm watering throughout the summer.

**8. ADJOURNMENT**

A motion was made by Furrer and seconded by Dietz to adjourn the meeting. Vote for: Dietz, Furrer, Duban, Kuchinka, Lieske, Smith and Pierskalla Against: None Vote 7-0. Motion carried. The meeting ended at 8:35 a.m.

Respectfully Submitted:

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Joel A. Erickson, City Administrator