

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY  
MARCH 19, 2009**

**1. CALL TO ORDER**

President Lieske called the meeting to order at 7:02 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 Furrer and seconded by Duban 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 FEBRUARY 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 Kuchinka to approve the minutes of the February 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 February 2009 Treasurer's report. Erickson said \$7,500 should be deducted in either February or March depending on when the check to Perspective Marketing is sent for the first half payment on the marketing plan. Kuchinka asked if Heritage Heating & Air would receive a refund on his loan application fee because the amount approved was half of the request. Erickson said no because the amount received covers the 1% application fee and 1% processing fee. He said he made Moe aware of the fact he would not be getting a refund. A motion was made by Duban and seconded by Smith to approve the February 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 Mayor Rud, Councilmember Furrer, Jim Bowers and himself met with Cinch Systems and reviewed the meeting. He said one topic of discussion that did come up was the possibility of occupying the Vosejka building for manufacturing on a temporary basis. Erickson asked the EDA for their thoughts on allowing manufacturing on Main St. The board discussed the topic and was not against manufacturing on Main St. temporarily under a conditional use or interim use permit for a specified period of time. Erickson said Cinch is currently working on finalizing the necessary private equity to complete the financing portion of the project.

b. Update on the Revolving Loan Fund Request Submitted by Heritage Heating & Air, Inc. – Duane Moe Jr.

Erickson updated the EDA on the status of the project. Duban asked if the City received approval from the property owner Ann Pint for Heritage Heating & Air

to complete the proposed improvements. Erickson replied yes. Lieske asked if the company's 2008 profit and loss statement was ever submitted. Erickson said not yet.

c. Update on EDA Marketing Program

Erickson reviewed the marketing committee's work to date. He asked the EDA to select a value proposition that they liked. Smith said the first one and the "reasons to believe" because they are facts and not fluff. The EDA reviewed the proposed logos. Dietz said the logo should be for everything and not just the EDA. Kuchinka agreed with Dietz. There was general discussion on the logo being general so it addresses housing and business. It was decided the EDA preferred value proposition number one with the tag line underneath the logo stating: "Building for Tomorrow. Today."

Dietz asked if anyone had heard of Hardware Hank selling, closing or liquidating and what the EDA could do to help. There was general discussion on helping or getting the business sold.

d. Update on "Main Street Matters" Meeting

Erickson said the taskforce met and reviewed the meeting held in February with Main Street business and property owners.

**6. NEW BUSINESS**

a. Review of the Lonsdale Area Chamber of Commerce Showcase and Comments Provided by Attendees Regarding Economic Development Comments/Suggestions

Erickson asked the members present at the showcase to provide comments about it and specifically the EDA booth. Discussion focused on Agri-business and tourism. The EDA discussed the options for marketing events held at and associated with apple orchards and fall harvests.

b. Consider Approval of the 2009 "Community Venture Network" Protocol Agreement Between the Lonsdale EDA and Rice County

Erickson reviewed the proposed agreement and stated all members have to sign the agreement. He said the biggest change is language pertaining to when it is appropriate for other County communities to contact a business when another community is working with the businesses. Erickson recommended approval of the agreement. A motion was made by Duban and seconded by Dietz to approve the 2009 "Community Venture Network" Protocol Agreement Between the Lonsdale EDA and Rice County. Vote for: Furrer, Duban, Kuchinka, Lieske, Smith, Dietz and Pierskalla Against: None Vote 7-0. Motion carried.

**7. OTHER BUSINESS**

- a. None

**8. ADJOURNMENT**

A motion was made by Furrer and seconded by Duban 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 8:23 a.m.

Respectfully Submitted:

---

Joel A. Erickson, City Administrator