

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY
FEBRUARY 17, 2011**

1. CALL TO ORDER

President Lieske called the meeting to order at 7:00 am in the City Council Chambers at 415 Central St. W.

MEMBERS PRESENT:

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

MEMBERS ABSENT:

None

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

Lonsdale Area Chamber of Commerce President Andrea Nelson

2. AGENDA

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

3. APPROVAL OF THE MINUTES FROM THE JANUARY 20, 2011 REGULAR MEETING

Lieske asked if there were any additions or deletions to the minutes. A motion was made by Duban and seconded by Dietz to approve the minutes of the January 20, 2011 regular meeting. Vote for: Furrer, Duban, Lieske, Dietz, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

4. TREASURER'S REPORT

There was no Treasurer's Report presented for approval.

5. OLD BUSINESS

a. Update on the Proposed Lonsdale Sign Adjacent to I-35

Erickson said he spoke to Rice County Administrator Gary Weiers and Rice County will approve the building permit for the sign after receiving a letter from Webster Township approving the location of the sign. He said once the permit was approved by Rice County, he would then apply for a permit from the Minnesota Department of Transportation. He recommended contacting the companies that provided quotes on the sign previously to make sure the quotes are still valid.

- b. Update on Proposed Spec. Industrial Building
Erickson said Mayor Rud and himself met with Amcon about the possible construction of the privately financed and constructed industrial building. He said the meeting went well and he expected to receive a proposal by next Friday, at which time it would be evaluated.

- c. Establish Schedule for 2011 Business Visits
Erickson said one of the 2011 goals is to continue with the business visits. He said a visit to Lonsdale Hardware and Rental was scheduled for after the meeting. Dietz suggested dividing the city into sections and visit three businesses a month. Erickson said he would create a master map showing the businesses and divide the city into sections. The consensus of the Board was to visit three businesses on North Main after next month's meeting.

- d. Discuss Heritage Heating & Air (HHA) Loan
Erickson said he called Heritage Heating & Air (HHA) but did not speak with Duane Moe. He said the options available to the Board are: (1) do nothing; (2) begin the judgment process or (3) have the City Attorney send a letter. Kuchinka said the City should send the letter and save money by not having the City Attorney do it. Erickson asked the Board what their goal is to resolve this matter. The consensus of the Board was to allow HHA to determine the monthly repayment amount. Kuchinka and Erickson said they would contact Moe regarding a meeting and report back to the Board at the next meeting.

- e. Update on the Small Cities Development Grant (SCDG) Program
Erickson said a supplemental application was submitted for ten (10) more houses, (4) four of which would be completed in Lonsdale and (6) six in Montgomery. He said the funding amount is going to be determined by the expected flooding in the State, which will reduce the amount of funding for the SCDG program. Erickson said award notices should be sent in March.

- f. Discuss Businesses to Solicit to Relocate to Lonsdale
The Board held general discussion on the businesses they would like to recruit to Lonsdale. The businesses discussed were similar to a dollar store, Ben Franklin or ALCO. Pierskalla said the last meeting seemed to focus on retail and commercial business recruitment. Kuchinka said the Board should get input from residents on the businesses they want to see in Lonsdale. Furrer suggested a survey be placed at the Chamber's booth at the Showcase and ask visitors what they want. Pierskalla said a survey would be good. Lieske asked if a list of businesses should be created and visitors polled off of those businesses. Kuchinka said residents should just write the businesses they want. Pierskalla said other questions could be: (1) have you considered opening a business recently; (2) If so, what assistance is needed? Dietz suggested the Board contact Chad Vosejka regarding a class on social media.

6. NEW BUSINESS

a. Rice County Economic Development Update – Deanna Kuennen

Rice County Economic Development Director, Deanna Kuennen was present to review the marketing packet recently completed for Rice County. She said in May, the County will be recording six or seven (1) one minute videos that will focus on housing, economic development, recreation, etc. She said the cities would have the opportunity to record videos for their community for a fee. Kuennen updated the Board on the County's visioning for I-35 that was recently completed. She said the Board not only looked at the 1,100 acres between Highway 19 and Highway 1 but the entire length of I-35 through Rice County. Kuennen also said she has been working on updating the 2007 Economic Development Work Plan and asked for input from the Board. She reviewed the short, mid and long term goals. Furrer asked if Rice County had a revolving loan fund. Kuennen said no but with the County now having an HRA, a levy could be established and used for a revolving loan fund. Kuennen said a network of Angel Investors is being established and will provide Rice County with more information on who to contact when companies are looking for startup cash or investments. Daleiden asked how Rice County would review revolving loan fund applications. Kuennen said she would review the applications with a committee and complete the necessary credit checks. Kuennen said the State of Minnesota Department of Employment and Economic Development (DEED) has a new website that has gone live called MNPROSPECTOR, which is a website listing demographics for all communities and available land around the state for site selectors as a first step in locating properties for their clients. She said Rice County will be having a meeting in the near future to possibly take those features a step further specific to properties in Rice County

b. Review the EDA Website

Erickson reviewed the marked up pages of the EDA's website for the Board to review. Furrer said Signtastic should be contacted about moving the Shirk's nameplate to the left to allow for another nameplate to be installed on the sign. The Board held general discussion on whether or not to remove the StreetScape information. It was decided to leave the information on the website.

c. Review Minnesota Chamber of Commerce Executives – Job Creation & Your Chamber's Role in Economic Development Information - Andrea Nelson, LACC President

Lonsdale Area Chamber of Commerce President Andrea Nelson reviewed a presentation given at the 2011 Minnesota Chamber of Commerce Executives meeting pertaining to job creation and the chambers role in economic development. Nelson stated there are 1,800 business relocations in the United States each year, making it difficult for any community to attract businesses because not many relocate. She reviewed the top ten site selection criteria used by site selectors. Nelson said with the EDA looking at constructing an industrial building, the EDA should consider holding classes on starting a business and

creating a group of mentors such as SCORE to work with people looking to start and/or expand a business.

7. OTHER BUSINESS:

a. Thursday Chat with the Chamber – 9:00 am After EDA Meeting

Nelson said the Chamber of Commerce will continue the Thursday Chat with the Chamber in April.

8. ADJOURNMENT:

A motion was made by Duban and seconded by Furrer to adjourn the meeting at 8:42 am. Vote for: Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against:

None Vote 6-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator