

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY
MAY 20, 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 Duban and seconded by Dietz 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 APRIL 15, 2010 REGULAR MEETING

Lieske asked if anyone had any additions or deletions to the minutes. A motion was made by Furrer and seconded by Kuchinka to approve the minutes of the April 15, 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 April 2010 Treasurer's report. He stated the beginning balance, revenue(s), expenditure(s) and ending balance. Lieske asked if Heritage Heating & Air and Children's Learning & Adventure Center are making double payments if they miss a monthly payment. Erickson replied yes. A motion was made by Pierskalla and seconded by Kuchinka to approve the April 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. Review and Consider Approval of the Proposed I-35 Signage

The Board reviewed the proposed proof of the sign created by Brushworks. Kuchinka suggested staff contact M&M Sign of Mankato for a complete price on the sign, footing and pole. Ann Meiller of Brushworks Sign was present to discuss the proofs and answer any questions the Board had. Meiler suggested staff contact Fredrickson Construction to obtain a quote on a footing and pole for the sign. Daleiden asked for Meiller's input on suggested colors. Meiller said it depends on the direction the sign is facing. She said in using the Northfield signs as an example, the northern sign is red and the southern sign is blue. Meiller said this was decided on because red fades when facing south so they wanted the red sign to face north, due to less exposure to the sun. Meiller said the EDA logo is wonderful but trendy and would probably be changed in five to ten years. She said the sign would have a seven to ten year life span and would be made out of alumna-core material. She asked if she could play around with the background color and possibly change it to a sultry ivory. Dietz asked if the website should be eliminated. Meiller and the Board discussed and agreed that the sign should have the least amount of information on it as possible to make "Lonsdale" as big as possible so people would remember it and later do an internet search for "Lonsdale". Kuchinka questioned if Elko New Market would be interested in placing a sign on the back of the proposed Lonsdale sign. Pierskalla suggested only marketing Lonsdale. Meiller said she would provide several more proofs based on discussion on the meeting and colors she feels will make the sign look the best.

b. Update on Business Park

Erickson said there is no new news regarding the business park. The Board held general discussion on the proposed business park and an incubator building.

c. Update on ProfitSee

Erickson said that because the City did not have any buildings that were rated as "Class A" facilities, ProfitSee was no longer interested in pursuing a location in Lonsdale.

6. NEW BUSINESS

a. Discuss Programming / Incentives of the Lonsdale First Program

Erickson said Board members were to come to the meeting with ideas for prizes instead of cash for the winners of the next round of the program. The Board discussed several ideas that included over night stays at area attractions such as a casino, Emma Krumbees and Schumacher's. Pierskalla said he would look into Mystic Lake Casino, Daleiden said he would look into Treasurer Island. Furrer said she would look into Schumacher's. Kuchinka said he would look into Emma Krumbees. The Board decided the next round would run between July 5th and September 10th, with the drawing at the September 16, 2010 meeting. Dietz said the Board needs to get more buy-in from businesses and move the program to a year-round project. She suggested charging a fee for the year so punch cards only

need to be purchased once and any businesses can pay a discounted rate and their businesses would not be printed on the punch card. The Board agreed and the consensus was to begin the year-round program after the start of 2011. Furrer stated she felt that winners should receive Lonsdale Checks and not cash.

b. Review Information Contained in Lonsdale Informational Packet for Existing and Prospective Businesses

Erickson said he would like the Board to review the information contained in the EDA marketing material packet. Furrer said a new picture of the Villages of Lonsdale needs to be taken. Pierskalla said that Carleton College and St. Olaf Colleges were spelt wrong. Erickson said he would get a new picture of the Villages of Lonsdale and make the necessary grammatical changes.

c. Update / Discuss the Closing of H. E. Westerman Lumber Company

Erickson said several companies have looked into purchasing Westerman Lumber Company and he met with a gentleman interested in purchasing the building as well. Erickson said he provided some general information on the EDA's financial programs and reviewed the building size and taxes.

7. OTHER BUSINESS

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

Andrea Nelson, LACC President reminded everyone that the Chamber will be holding Thursday Chat after the meeting and encouraged everyone to attend.

8. ADJOURNMENT

A motion was made by Kuchinka and seconded by Pierskalla to adjourn the meeting.
Vote for: Vote for: Furrer, Duban, Lieske, Kuchinka, Daleiden and Pierskalla
Against: None Vote 6-0. Motion carried. Against: None The meeting ended at 8:22 a.m.

Respectfully Submitted:

Joel A. Erickson, City Administrator