

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
NOVEMBER 19, 2015**

**1. CALL TO ORDER**

Furrer called the meeting to order at 7:01 am in the City Council Chambers, 415 Central St. W.

**MEMBERS PRESENT:**

Prigge, Zellner, Furrer, Ruppert, Rivers and Daleiden

**MEMBERS ABSENT:**

Duban

**STAFF PRESENT:**

Joel Erickson, City Administrator

**OTHERS PRESENT:**

None

**2. AGENDA**

Furrer said the agenda went through 7B and asked if there were any additions, deletions or corrections to the agenda. A motion was made by Daleiden and seconded by Zellner to approve the agenda as presented. Vote for: Zellner, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 5-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE OCTOBER 29, 2015 REGULAR**

Furrer asked if there were any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Zellner to approve the minutes of the October 29, 2015 regular meeting. Vote for: Zellner, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 5-0. Motion carried.

**4. CONSIDER APPROVAL OF THE OCTOBER 2015 TREASURER'S REPORT AND MONTHLY BILL(S)**

Erickson said October had a beginning balance of \$212,499.65, revenues of \$516.35 and expenses of \$535.48 for an ending balance of \$212,480.52. Erickson said there were no bills to be paid November 15<sup>th</sup>. Furrer asked if anyone had any questions. Furrer asked if the expenses were supposed to be \$535.48 or \$535.38. Erickson said \$535.38. A motion was made by Daleiden and seconded by Ruppert to approve the October 2015 Treasurer's Report with the noted correction and monthly bill(s). Vote for: Prigge, Zellner, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

## **5. OLD BUSINESS**

### **a. Finalize the Development of an Action Plan to Achieve the EDA's Mission and Goals**

Erickson said the final draft included in the meeting packet takes into account discussion by the task force and at board meetings. He reviewed several changes proposed since the packet was sent out. Daleiden asked if there was a change in the employment, housing and lot numbers. Erickson replied yes. Ruppert said this is a good start since the City will be updating its Comprehensive Plan over the next ten months. Erickson said it was and it will be reviewed again over the next ten months so there might be small changes proposed by the Comp. Plan Task Force. A motion was made by Daleiden and seconded by Zellner to approve the proposed revisions to Chapter 6 – Economic Development of the City's Comprehensive Plan. Vote for: Prigge, Zellner, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

### **b. Discuss Marketing Plan for 2016**

Erickson reviewed the discussion at the Task Force meeting stating the idea is to change the City's website format to be similar to Northfield's because it is more user-friendly with multiple ways to find information, all of which are clearly identifiable. Ruppert said the necessary information is already on the City's website, it just needs to be reorganized. Erickson said the Task Force is recommending staying with the City's current website provider GovOffice but changing to the Premium Solution Plus because it has the "Quick Icons" and a "Custom Mobile Website". He said the cost for this website is \$6,395.00, with an annual fee of approximately \$550.00. The Board looked at a presentation of websites such as Lonsdale's, Northfield's and Belle Fourche's. Rivers asked if City staff would create the website. Erickson replied yes. Rivers said the cost seems high and the Board should consider looking at other providers. Erickson recommended staying with GovOffice because staff is very familiar with it and it will be a seamless transition. The Board discussed what the City Council would think about the EDA changing the entire City website. Erickson said he would update the City Council on the project and expects them to approve the recommendation because increased/improved marketing is high on their list of things to get done. The Board held general discussion on the website and marketing in general. Zellner asked if the website could be live by the end of February. Erickson said he and staff would do what it takes to achieve that timeline. The sub-committee said they would assist staff as they could and see the project through completion. The Board discussed the recommendation in further detail, specifically, the cost and who would be responsible. A motion was made by Ruppert and seconded by Rivers to move forward with changing the City's website to the Premium Solution Plus and to wait on billboard and digital marketing until the website was complete and to set a deadline of February 2016. Daleiden asked if the Board wants billboards south of Lonsdale on I-35. Erickson said that is the only location Fairway Outdoor Advertising has sign locations. Vote for: Prigge, Zellner, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

c. Finalize the EDA's 2016 Budget

Erickson said this item has been discussed at the last several board meetings and needs to be finalized this month, prior to approval by the City Council in December. The Board discussed:

1. increasing Office Supplies to \$1,500 because of more Business Forums and name tags;
2. increasing Professional Services to \$26,000, which will include \$7,500 for a new website format, \$4,500 for three months of digital marketing and \$14,000 for billboard advertising;
3. keeping Gifts/Donations at \$2,000; and
4. keeping EDA Expense at \$5,000

Rivers suggested the EDA create a YouTube video on the Business Park for free to begin marketing. The Board held general discussion on the budget. A motion was made by Daleiden and seconded by Zellner to approve the EDA's 2016 budget based on the discussion just held. Vote for: Prigge, Zellner, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

**6. NEW BUSINESS**

- a. Update on the Task Force to Create a Landing Page for Digital Marketing  
The item was discussed earlier in the meeting during Agenda item 5B.

**7. OTHER BUSINESS**

- a. Additional Items to be Discussed  
Furrer thanked Board members for attending the Dollar General grand opening, for stopping in at Lonsdale Hardware and Rental to congratulate Russ and Deb Sirek on their 5 year anniversary and also at Salon 146 for their ribbon cutting ceremony. She said businesses like these events and they are a good thing.
- b. Items for the December 2015 Agenda  
The Board requested the following item(s) on the December agenda: name tags for events, update on the website and review of the EDA's Revolving Loan Fund and other possible financial incentives.

**8. ADJOURNMENT**

A motion was made by Prigge and seconded by Daleiden to adjourn the meeting at 8:17 am. Vote for: Prigge, Zellner, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

Respectfully Submitted:

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Joel A. Erickson, City Administrator