

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
NOVEMBER 20, 2014**

1. CALL TO ORDER

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

MEMBERS PRESENT:

Prigge, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden

MEMBERS ABSENT:

Zellner

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

None

2. AGENDA

Lieske asked if there were any additions, deletions or corrections to the agenda. A motion was made by Daleiden and seconded by Kuchinka to approve the agenda as presented. Vote for: Prigge, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE OCTOBER 23, 2014 REGULAR

Lieske asked if there were any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Furrer to approve the minutes of the October 23, 2014 regular meeting. Vote for: Prigge, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

4. CONSIDER APPROVAL OF THE OCTOBER 2014 TREASURER'S REPORTS AND MONTHLY BILL(S)

Erickson said October had a beginning balance of \$220,608.16, revenues of \$866.35 and expenses of \$1,540.02 for an ending balance of \$220,934.49. He said the bill(s) paid were for payroll/ benefits for staff and LiveWire Films for monthly video hosting. Erickson said the bills to be paid November 15, 2014 were for banners and stamps for the Lonsdale First program. Lieske asked if anyone had any questions. There were no questions. A motion was made by Furrer and seconded by Kuchinka to approve the October 2014 Treasurer's Report and monthly bill(s). Vote for: Prigge, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

5. OLD BUSINESS

a. Update on the Lonsdale “App”

Erickson said he contacted Mycommunity Mobile regarding setting up the app. Prigge asked when the app would be up and running. Erickson said he was told four to six weeks.

b. Update on the Small Cities Development Program Grant

Erickson reviewed the pre-application that was submitted to MN DEED. He said MN DEED would notify the EDA in December if the application was selected for a full application to be submitted. Erickson said if a full application is submitted, MN DEED will notify the EDA in February regarding if the application is awarded funding or not. Furrer asked what the average project size would be. Erickson said between \$20,000.00 and \$25,000.00.

c. Update on the Lonsdale First! Program

Erickson said that all the participating businesses have the supplies and the program seems to be running smoothly. He said he ordered banners to be placed around town and there is a link on the City webpage to increase aware of the program. The Board discussed whether or not they are being asked to participate in the program.

6. NEW BUSINESS

a. Finalize the EDA’s 2015 Budget

Erickson said the EDA has reviewed the budget at recent meetings and the City Council will be adopting its final budget in December. He said the changes requested have been made. Prigge asked about assistance for new businesses. Erickson said the EDA has a Revolving Loan Fund and Tax Increment Financing (TIF) and tax abatement would be options as well. Furrer asked if the wages/benefits budgeted would cover staff. Erickson replied yes. A motion was made by Daleiden and seconded by Pierskalla to approve the EDA’s 2015 final budget. Vote for: Prigge, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

b. Discuss 2015 Goals

Erickson said the Board discussed this item at the last meeting and that the Board should have the 2015 goals established by the beginning of January so they can start to be implemented right away in January 2015. The Board reviewed the 2014 goals and the consensus was that they were met. Prigge said the Board should continue marketing and the Main Street planter contest. Furrer asked where staff was with businesses interested in the Business Park. Erickson said he has negotiated with one business but both sides were too far apart. The Board discussed the following as the 2015 Goals:

1. Business Park
2. Marketing (existing/expanding programs)
3. Main Street beautification

The Board discussed pursuing the Streetscape project again and if the no parking areas increased the last time the curbs were painted. Furrer said the Board has applied for SCDP grants funds for 2015. Lieske asked if commercial would be part of the grant. Erickson said no, only housing. Furrer asked if there were any grant funds that carried over from the last awarded grant. Erickson said there was not. Daleiden asked the Board if they had any other ideas. Kuchinka said residents need to feel the same way about Lonsdale and the business community as the EDA members do. Erickson suggested the EDA have a booth at the Chamber Showcase. Prigge asked what the EDA's message would be. Furrer suggested "fall in love with Lonsdale." Erickson said the booth needs to be interesting and have giveaways.

Prigge asked if more videos would be done in 2015 and if so, what they would be. Pierskalla suggested building an email list for marketing. Daleiden said the videos should be feel good stories like the Christmas tree story done by Fox 9 last season.

7. OTHER BUSINESS

a. Additional Items to be Discussed
None

b. Items for the December 18, 2014 Agenda
The Board requested finalization of the 2015 goals and the Chamber Showcase.

8. ADJOURNMENT

A motion was made by Prigge and seconded by Daleiden to adjourn the meeting at 8:06 am. Vote for: Prigge, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator