

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
NOVEMBER 21, 2013**

1. CALL TO ORDER

President Lieske called the meeting to order at 7:02 am in the City Council Chambers at 415 Central St. W.

MEMBERS PRESENT:

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

MEMBERS ABSENT:

None

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 Duban and seconded by Furrer to approve the agenda as presented. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE OCTOBER 24, 2013 REGULAR

Lieske asked if there were any additions, deletions or corrections to the minutes. A motion was made by Kuchinka and seconded by Duban to approve the minutes of the October 24, 2013 regular meeting. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

4. CONSIDER APPROVAL OF THE OCTOBER 2013 TREASURER'S REPORTS AND MONTHLY BILL(S)

Erickson said October had a beginning balance of \$235,666.59, revenues of \$1,054.79 and expenses of \$1,054.79 for an ending balance of \$235,628.15. Furrer asked if all business have paid that are participating in the Lonsdale 1st Program. Erickson said he believes only one has not paid yet. A motion was made by Furrer and seconded by Daleiden to approve the October 2013 Treasurer's Report. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

5. OLD BUSINESS

a. Update on the Main Street Plaza Project

Erickson said with the colder temperatures, work on the project has stopped for the season. He said the raised planters/fountain block work, electrical

wire/conduit, concrete adjacent to Main Street and the irrigation conduit has been completed. Erickson said the work to be completed in the spring includes: concrete in plaza area, around the sandbox and Railway St. NW sidewalk, installation of fountain/pumps, plantings and the purchase of tables and chairs.

b. Update on the Lonsdale Business Park

Erickson said the site grading is complete and the public improvements have started. He said the City purchased the property on November 19, 2013. He said construction is progressing well and the contractor is required to complete the water, sewer and storm sewer in Commerce Dr. SE by the end of November.

c. Update on the 2013 Lonsdale 1st Program

Erickson said all supplies have been provided to participating businesses. He said he did receive a question from a person wanting to know how the program works from the customer aspect. Lieske said he has not heard much about the program except that Jessy's is excited about and promoting the program. He said Jessy's has seen an increase in customers coming into the store and not just paying at the pump.

6. NEW BUSINESS

a. Review of Marketing Ideas

Erickson summarized the EDA's actions taken to date regarding video marketing. Daleiden said the EDA's goal with marketing is a progression from marketing, to receiving attention, creation of jobs and eventually construction of new homes. Dan Rollins of LiveWire Films was present to go over his proposal, answer any questions of the Board and provide ideas for video marketing. Rollins said there are a number of video marketing options varying from animation and high intensity to interviews of community members. He suggested including businesses and residents in the video to provide incite as to why they located their business here or why residents choose Lonsdale to live in. Daleiden asked if the video would be update to be kept current. Rollins said yes and it is easy to update them. Kuchinka said two commercials recently caught his attention: (1) a cancer center and (2) a resident walking through and talking about her community. The Board said one of Lonsdale's biggest assets are our parks and trail system. Rollins said with winter upon us, the videos are typically done inside and in summer, they will be outside. He said he is willing to work with the EDA under a retainer and be a "bolt-on" component of the EDA. Rollins said with a retainer, videos can be done on a regular basis and updated, which Google likes. Kuchinka asked what the cost would be for the retainer. Rollins said \$1,500 per month should be sufficient, which would cover creating the marketing strategy, production of videos and review/analysis of results/videos. Rollins said he works with a company that can represent the EDA on social media so the EDA does not have to worry about constantly updating it. Pierskalla asked if anything else should be covered in the videos. Rollins said businesses, the business park, community highlights, business spot light (video series) and social media. Discussion focused what videos to do such as: "how to videos", FQA's, the Lonsdale 1st Program, the Chamber, schools, Public Service Announcements,

taxation, Community Days and non-profit organizations. Rollins said the next step for the Board is to determine if they want to move forward and what videos are wanted. Rollins left the meeting. Zellner asked if approving a retainer at the meeting is moving too fast. Pierskalla said we may need to move fast to get the push we need to move forward. The Board discussed a six month retainer, LiveWire Films as the video manager, timeline for first video and process. A motion was made by Furrer and seconded by Zellner to enter into a six month retainer contract not to exceed \$12,000.00 for video marketing. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Consider Approval of a Funding Request for Christmas in Lonsdale Event:

Zellner left the meeting at 8:45 am.

Lieske said he was approached for funding by a group of Lonsdale businesses interested in putting on an event called “Elf on a Shelf” Lonsdale Christmas Event. He said the purpose of the event is to get families to shop in Lonsdale for Christmas gifts. Lieske said the group is looking for funding for advertising. Furrer said she attended the last meeting about the event and said it would be similar to the recently held Lonsdale Crawl. The Board discussed the funding request and whether or not to provide funding. With no celebration/event planned for the holiday season, the Board agreed to provide funding. A motion was made by Daleiden and seconded by Kuchinka to provide \$200.00 for the “Elf on the Shelf” event for advertising. Vote for: Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

b. Items for the December 19, 2013 Agenda

The Board requested that the following items be placed on the December 19, 2013 agenda: (1) video marketing; (2) funding request criteria

8. ADJOURNMENT

A motion was made by Daleiden and seconded by Furrer to adjourn the meeting at 8:51 am. Vote for: Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator