

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
DECEMBER 18, 2014**

1. CALL TO ORDER

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

MEMBERS PRESENT:

Zellner, Prigge, Furrer, Kuchinka, Pierskalla and Daleiden

MEMBERS ABSENT:

Lieske

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

None

2. AGENDA

Furrer asked if there were any additions, deletions or corrections to the agenda. Erickson requested that the Small Cities Development Program Preliminary Proposal Review Results and the Lonsdale Area Chamber of Commerce Annual Dinner be added to the agenda. A motion was made by Daleiden and seconded by Kuchinka to approve the agenda with the proposed additions. Vote for: Zellner, Prigge, Furrer, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE NOVEMBER 20, 2014
REGULAR**

Furrer asked if there were any additions, deletions or corrections to the minutes. Zellner said the minutes need to be amended to account for Evelyn Duban attending the meeting. Erickson said residents are not listed as attending the meeting. A motion was made by Zellner and seconded by Daleiden to approve the minutes of the November 20, 2014 regular meeting. Vote for: Zellner, Prigge, Furrer, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

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

Erickson said November had a beginning balance of \$220,934.49, revenues of \$666.35 and expenses of \$2,439.61 for an ending balance of \$219,161.23. He said the bill(s) paid were for payroll/ benefits for staff and LiveWire Films for monthly video hosting and the Lonsdale First! Program. Erickson said the bill(s) to be paid December 15, 2014 was to Pettipiece & Associates for the 2015 Preliminary SCDP Grant application. Furrer asked if anyone had any questions. There were no questions. A motion was made by Furrer and seconded by Kuchinka to approve the

November 2014 Treasurer's Report and monthly bill(s). Vote for: Zellner, Prigge, Furrer, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

5. OLD BUSINESS

a. Update on the Lonsdale "App"

Erickson said progress is being made on the App. Furrer asked what the timeline for the App being done is. Erickson said he has not been provided a timeline. Prigge asked if the EDA will be able to review the App prior to it going live. Erickson replied yes.

b. Update on the Lonsdale First! Program

Erickson said all the supplies were delivered prior to the program beginning and he has provided Fred's and Lonsdale Country Market more cards on two occasions since the program started. Prigge said that Treats of Lonsdale showed interest but decided to wait until next year. Furrer said several comments have been posted on the Lonsdale Happenings Facebook site.

6. NEW BUSINESS

a. Consider Approval of the EDA's 2015 Goals

Erickson said the Board has discussed goals for 2015 at the last two meetings but no formal action has been taken. He said the Board can approve the goals now or wait until the January 2015 meeting when the new Board is involved. Daleiden said the goals should be approved now. The Board agreed. A motion was made by Daleiden and seconded by Prigge to approve the following as the EDA's 2015 goals:

1. Lonsdale Business Park;
2. Marketing (existing / expanding programs); and
3. Main Street Beautification

Vote for: Zellner, Prigge, Furrer, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

b. Consider Approval to Participate in the Lonsdale Area Chamber of Commerce's Business Expo/Showcase - March 7, 2015

Erickson said this was discussed at the last meeting and given the timing of the Board's February meeting and the LACC's Business Expo/Showcase being held in early March, the Board should decide if they will be attending and if so, begin to finalize the details. The Board discussed the table display, banner(s), using the Lonsdale First! banner, promoting the App, window clings, cookies, etc. Erickson agreed that people attending the event go to each booth and look for something to take away. The Board discussed what level of sponsorship they would participate at. They also discussed the slogan "Fall in Love with Lonsdale" as the saying to be on the window clings. There was discussion on what the take away item would be. A motion was made by Prigge and seconded by Daleiden to be a Premium Sponsor. Vote for: Zellner, Prigge, Furrer, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

- c. Discuss the Topics of the Two Marketing Videos for 2015
Erickson said the Board budgeted for two marketing videos to be completed in 2015. The Board reviewed discussion from last meetings regarding the videos. Daleiden suggested videos on City departments, Advisory Boards and the City's budget. Prigge suggested Public Service Announcements (PSA's). Zellner suggested using the App to promote Lonsdale instead of the videos or if the videos will not be done in the near future. Daleiden said the videos should include the deferred WAC/SAC fees implemented earlier in the year to encourage new home construction. Zellner said civic organizations should be highlighted. Prigge suggested purpose and/or fun facts of Lonsdale and meet your government. Erickson said if any of the videos will or need to include winter shots, they should be done soon.
- d. Discuss Donation of Former R & L Woodcraft Building to the City of Lonsdale
Erickson said he was contacted by Randy Stangler regarding him donating the building to the City of Lonsdale. He said Stangler's only requirement is that the Lonsdale Area Food Shelf and Habitat for Humanity be allowed to stay as tenants and if the City would sell the building, those two organizations continue to have a location in Lonsdale. Erickson said the EDA could rent out the approximately 7,000 square feet of unused space for warehousing or use it as an incubator building. Kuchinka said it is hard to rent space in Lonsdale. Furrer said she has lots of questions regarding the proposal. Zellner said she knows of businesses that currently rent space or are typically looking to rent space and she can see both sides of accepting the donation or not. Pierskalla said there is a need to begin looking for an anchor tenant. Furrer and Kuchinka both said a tenant is needed before accepting the donation. Furrer said the EDA should not pursue this donation. Kuchinka agreed. Zellner left the meeting at 8:00 am. Erickson said he understood a decision would probably not be made at this meeting but asked if the concern was not having enough information or the lack of a tenant. Pierskalla said based on discussion, he is hearing the EDA should not pursue the donation based on the lack of a tenant. Kuchinka said he needs more information with a proposed timeline. Prigge left the meeting at 8:09 am. A motion was made by Furrer and seconded by Daleiden to not pursue accepting the donation of the former R & L Woodcraft building. Vote for: Furrer, Kuchinka, Pierskalla and Daleiden. Against: None Vote 4-0. Motion carried.
- e. Discuss the Roles of the EDA and Lonsdale Area Chamber of Commerce
Erickson said he was contacted by Karmin Stanley of the LACC regarding the respective roles of the EDA and LACC. He said that both the EDA and Stanley are on the same page when it comes to the respective roles of each organization. Erickson said he did not want to speak for the Board but he said he told Stanley that the EDA saw several opportunities that the LACC was not fulfilling and stepped up with the Lonsdale First! Program as an example. Furrer said she had concerns with the LACC taking over the Lonsdale First! Program. Kuchinka said his concern with the LACC is that it is not just local businesses anymore. Pierskalla asked the question if the EDA should be running the program. The Board discussed the program and the LACC's involvement. Erickson said the

focus of the discussion should be big picture and not only the program. He suggested the EDA/LACC hold a joint meeting or one attends the other's upcoming meeting. Again, Erickson said the focus of the discussion should be big picture and the start of the conversation. Daleiden said a meeting should be scheduled or attended. Furrer asked if a quorum of the EDA would be an issue. Erickson said the Open Meeting Law will need to be complied with.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Small Cities Development Program Grant Preliminary Proposal Review Results
Erickson said MN DEED has reviewed our preliminary grant application and it will not be funded.

Lonsdale Area Chamber of Commerce Annual Dinner

Erickson said with the timing of the EDA's January meeting and the LACC's Annual Dinner being held at the end of January, he asked EDA members to save the date of January 24, 2015 and to decide whether or not they will be attending. He said he would send out the actual information when he received it.

Terms of Board Members:

Furrer asked whose terms were expiring at the end of 2014. Erickson said Kuchinka's and Pierskalla's. He said Kuchinka and reapplied but Pierskalla did not. Erickson said applicant interviews are being held later in the day. The Board thanked Pierskalla for his years of service on the EDA.

b. Items for the January 15, 2015 Agenda

The Board requested discussion on the LACC Expo/Showcase be added to the agenda.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Daleiden to adjourn the meeting at 8:38 am. Vote for: Prigge, Furrer, Kuchinka, Pierskalla and Daleiden. Against: None
Vote 5-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator