

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

1. CALL TO ORDER

Lieske called the meeting to order at 7:04 am in the City Council Chambers, 415 Central St. W.

MEMBERS PRESENT:

Prigge, Furrer, Lieske, Ruppert, Rivers and Daleiden

MEMBERS ABSENT:

Zellner

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

Lonsdale Area Chamber of Commerce Representatives: Karmin Stanley, Tim Jurgens, Adam Evenson and Shanna Gutzke-Kupp

2. AGENDA

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

3. APPROVAL OF THE MINUTES FROM THE JANUARY 15, 2015 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 January 15, 2015 regular meeting. Vote for: Prigge, Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

4. CONSIDER APPROVAL OF THE JANUARY 2015 TREASURER'S REPORTS AND MONTHLY BILL(S)

Erickson said January had a beginning balance of \$216,330.02, revenues of \$594.17 and expenses of \$1,596.36 for an ending balance of \$215,327.83. He said the bill(s) paid were for Chamber Checks for the Lonsdale First! Prizes, Chamber Annual Dinner and LiveWire Films for monthly video hosting. Erickson said the bill(s) to be paid February 15, 2015 were for payroll and the Chamber Showcase sponsorship. Lieske asked if anyone had any questions. There were no questions. A motion was made by Furrer and seconded by Prigge to approve the January 2015 Treasurer's Report and monthly bill(s). Vote for: Prigge, Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

5. OLD BUSINESS

a. Update on the Lonsdale “App”

Erickson said he continues to forward information to Mycommunity Mobile to be included on the App. Daleiden said the app should be used for business promotions and to notify users of the app when a business is having a sale. Furrer asked if the app would be done by March 5th. Erickson said he is working towards that goal.

b. Discuss the EDA’s Booth at the Lonsdale Area Chamber of Commerce’s Business Expo/Showcase - March 7, 2015

Erickson said discussion has focused on showing the three marketing videos, promotion of the app and a microfiber screen cleaner for electronics as a way to market/provide directions on where and how to download the app. Erickson said he has been working with a company on the screen cleaners and the backard card showing the directions. He suggested Board members schedule times to be at the booth. Erickson said set up can be done Friday evening or Saturday morning. The Board agreed to set up Saturday morning at 8:30. Rivers said he would be at the Showcase all day. Board members said they would be there throughout the day to help at the booth.

6. NEW BUSINESS

a. Discuss the Role of the Lonsdale Area Chamber of Commerce (LACC) With LACC Board Members

Erickson said he was contacted by Karmin Stanley of the LACC to determine what the roles of the LACC and EDA are as it pertains to economic development and the LACC was in attendance to being the conversation. Karmin Stanley said the LACC is committed to being more involved in economic development on a day to day basis. She said the LACC has identified three categories of focus: (1) Community Value/Promotions; (2) Business Value and (3) Chamber Funding. Stanley explained each category in greater detail and the beginning focus will be to top three to five in each category. She said she would like the EDA to consider transitioning some of the things the EDA does to the LACC such as the Lonsdale First! Program. Daleiden said the top priority of the Lonsdale First! Program was to promote businesses and shopping locally. Stanley said her goal for the program will be to promote all businesses and increase LACC membership. Daleiden asked what the overall plan to connect with residents will be. Rivers suggested a “Buy Local” state of mind, where the benefits of buying local are highlighted and the fact that those funds are used to sponsor events, school fundraisers, sports leagues, etc. Prigge said she was in support of creating a framework for transition of programs to the LACC. Furrer said the EDA stepped up to fill a void over the last several years. Prigge said the Lonsdale First! Program could be a joint venture in 2015 and done completely by the LACC in 2016. Stanley said she was excited about the transition and that she has seen an uptick in the economy and LACC membership in the last six months. There was general discussion on creation of a business data base between the EDA and LACC to be used to reach out to all businesses in Lonsdale. There was also general discussion on buying local and how to promote and accomplish it. Prigge

asked if the EDA should provide funding to the Chamber to keep the cost of the Lonsdale First! Program as low as possible. Ruppert said the EDA already funds the program and this way, staff can use their time to focus on big picture items. Stanley said there needs to be a benefit to LACC members to participate in the program, such as a reduced fee of \$40.00 and \$50.00 for non LACC members to participate. Everyone agreed to continue discussions on the transition and to attend an upcoming LACC meeting.

b. Discuss Marketing Strategies for the Business Park (various uses), Downtown to Begin Working Towards Accomplishing the Goals Established for 2015

Erickson said this was discussed briefly after the last EDA meeting and he was recommending that Board members pick one if the EDA's goals for 2015, create a committee and being working on it and report back to the EDA at regular meetings. Rivers said there needs to be a vision for the businesses that are wanted/needed here. He brought up topics such as the EDA's Revolving Loan Fund, targeted business recruitment, which businesses to target and how to market. Daleiden agreed that committees should be set up and decide how to proceed after that. Prigge said the EDA should be the group to set the table for marketing. Ruppert recommended two committees be set up. Furrer said given the financial investment, the first priority should be the business park and then downtown. The Board agreed that an overall road map needs to be development before anything else. Tim Jurgens said when he worked in the banking industry, the decision of where to locate came down to the bottom line for the bank, followed by conveniences for the bank and employees. The Board discussed determining a process and who should be involved. Daleiden, Prigge and Rivers volunteers to serve on a marketing committee and to meet on Monday, February 23rd at 6:30 pm at the Whistle Stop.

7. OTHER BUSINESS

a. Additional Items to be Discussed

None.

b. Items for the March 2015 Agenda

The Board requested an update from the Marketing Committee, an update on the LACC Showcase and an update on the LACC.

8. ADJOURNMENT

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

Respectfully Submitted:

Joel A. Erickson, City Administrator