

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

**1. CALL TO ORDER**

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

**MEMBERS PRESENT:**

Prigge, Zellner, Furrer, Lieske, Kuchinka and Daleiden

**MEMBERS ABSENT:**

Pierskalla

**STAFF PRESENT:**

Joel Erickson, City Administrator

**OTHERS PRESENT:**

Evelyn Duban

**2. AGENDA**

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

**3. APPROVAL OF THE MINUTES FROM THE JANUARY 16, 2014 REGULAR**

Lieske 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 January 16, 2014 regular meeting. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka and Daleiden. Against: None Vote 6-0. Motion carried.

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

Erickson said January had a beginning balance of \$236,768.29, revenues of \$516.35 and expenses of \$1,470.42 for an ending balance of \$235,814.22. A motion was made by Furrer and seconded by Kuchinka to approve the January 2014 Treasurer's Report and monthly bill(s). Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka and Daleiden. Against: None Vote 6-0. Motion carried.

**5. OLD BUSINESS**

a. Video Marketing

Erickson said LiveWire Films has a script writer involved to assist with the videos. Erickson said the first videos to be released will be: (1) history; (2) business park and (3) PSA's. He said staff has provided pictures for the first videos and is working on finalizing the people that will be speaking in the videos.

b. Billboard

Erickson said he received a call back from MN DEED and was informed that the City's representative Kevin Kelleher could not help the City in getting approval for the billboard on I-35. Erickson said the next option is to get our State Representative and Senator involved. He said he would contact them and provide an updated at the next meeting.

c. Booth Amenities (table, skirt, backdrop, etc.)

Erickson said that the Board discussed this at the last meeting and the information included in the packet was to provide the Board options as far as booth amenities and once the Board determines what they want, staff will get pricing for consideration. Prigge showed pictures of GSI's booth at a tradeshow, which included a table, banner, backdrop and podium. She said the display should look nice and also be easy to transport and set up. Furrer said if the EDA purchases these items, a commitment needs to be made to attend events. Prigge asked what the purpose of these would be. Erickson said to market Lonsdale, the EDA, available land, buildings and financial incentives. He said the display should be generic enough so it could be used by the City in general. Kuchinka said the EDA should bring in the Chamber to assist with marketing at events. Erickson said at the last meeting, the Board discussed attending area County Fairs but he does not have the time to man the booth himself so the Board would need to help out. The Board discussed what events to attend. Erickson suggested determining the purpose and for example if it to attract businesses, maybe attend trade association conference such as manufacturing, EDAM, small business expo, job fairs, etc. Zellner suggested that Board members research and provide staff a list of possible venues to attend to market Lonsdale. Prigge asked about the logo, its colors and history. The Board said it references Lonsdale's rolling hills, wetlands and sun. Prigge suggested the booth be general and Lonsdale be sold by the message the presenters give at the booth and to use the Lonsdale First! logo. The Board discussed maintenance of the equipment and other possible items such as a computer, project and screen for the booth to play the upcoming marketing videos.

d. Lonsdale 1<sup>st</sup> Program Survey Results

Erickson said of the 27 businesses, 9 returned surveys. He said overall, the responses to the survey show that businesses feel the program is worthwhile and be continued. The Board reviewed the survey responses. Kuchinka asked how you get a business interested in promoting the program. Prigge suggested a direct mailing to residents in town explaining the program. The Board discussed social media, prizes instead of cash or Chamber Checks. Furrer said the flyers posted at participating businesses should be a color that sticks out.

**6. NEW BUSINESS**

a. Consider Approval to a Sponsor for the Lonsdale Area Chamber of Commerce Showcase

Erickson said he received the sponsorship form after the last meeting and in the past the EDA has been a Basic Sponsor at \$50.00. Erickson asked the Board if, in

the future, they wanted to be a Premier Sponsor at \$200.00 given the Board seems to be interested in purchasing booth equipment and attending tradeshow. The Board said they would discuss it at their January 2015 meeting. A motion was made by Daleiden and seconded by Kuchinka to approve the EDA being a Basic Sponsor of the Lonsdale Chamber EXPO/Showcase in the amount of \$50.00. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka and Daleiden. Against: None Vote 6-0. Motion carried.

## **7. OTHER BUSINESS**

### **a. Additional Items to be Discussed**

Kuchinka said he has heard people say the City should install some type of water feature in the pond between Highway 19 and the Villages of Lonsdale. Erickson and Furrer said Bonnie Novak is working on a project to improve the wetland on the south of Highway 19 with a water fall and two fountains in memory of her parents.

### **b. Items for the March 20, 2014 Agenda**

The Board requested that the following items be placed on the March 20, 2014 agenda: (1) video marketing/marketing in general (2) billboard (3) booth amenities such as table, table skirt, backdrop, etc. and a list of exhibit shows to attend (4) Lonsdale First! survey results, downtown beautification (stripping).

## **8. ADJOURNMENT**

A motion was made by Furrer and seconded by Zellner to adjourn the meeting at 8:21 am. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka and Daleiden. Against: None Vote 6-0. Motion carried.

Respectfully Submitted:

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Joel A. Erickson, City Administrator