

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

1. CALL TO ORDER

Lieske called the meeting to order at 7:03 am in the City Council Chambers, 415 Central St. W.

MEMBERS PRESENT:

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

**3. APPROVAL OF THE MINUTES FROM THE FEBRUARY 19, 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 February 19, 2015 regular meeting. Vote for: Zellner, Prigge, Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.

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

Erickson said February had a beginning balance of \$215,327.83, revenues of \$516.35 and expenses of \$588.24 for an ending balance of \$215,255.94. He said the bill(s) paid were for the LACC Showcase and payroll/benefits. Erickson said there were no bill(s) to be paid March 15, 2015. He said the only invoice to be paid at the end of the month was to Kaeser & Blair, Inc. in the amount of \$495.00 for the screen cleaners advertising the app. Lieske asked if anyone had any questions. There were no questions.

Erickson said that new to the Treasurer's Report is Fund 209 – 2009 SCDP Grant, which is a fund dedicated to the repayment of SCDP Grant funds. He said there have been two grants/loans paid back, which are meant to be loaned back out. Furrer

asked if the two loans were Marlys Benolken and Myron McColl. Erickson replied yes. A motion was made by Furrer and seconded by Prigge to approve the February 2015 Treasurer's Report and monthly bill(s). Vote for: Zellner, Prigge, Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.

5. OLD BUSINESS

a. Update on the Lonsdale App

Erickson said he has been working with Mycommunity Mobile and has provided all of the information asked for. He said YELP has been uploaded to the app as the business directory and asked the Board if they wanted to continue using it or create a directory specific to Lonsdale. The Board said YELP should be used and businesses in Lonsdale can register on YELP and be on the app.

b. Review of the EDA's Booth at the Lonsdale Area Chamber of Commerce's Business Expo/Showcase

Erickson said the booth went well and overall the app and marketing videos were well received. Zellner asked if the marketing videos could be shown on Lonsdale Telephone and Video Ventures. Prigge said that people were excited about the app. The consensus was that the Showcase was a good event overall.

6. NEW BUSINESS

a. Update on Marketing Strategies for the Business Park and Downtown to Begin Working Towards Accomplishing the Goals Established for 2015

Prigge provided the Board an update on the two marketing committee meetings held to date. Rivers said any marketing firm selected first needs to be focused and provided direction by the City/EDA. Rivers commented on the fact that buildings are being constructed in Rogers/Maple Grove area, so the economy is turning around and the market is heating up. He said he preferred a local group of investors to establish a local development group and construct an incubator building so there is a local connection and a vested interest in its success. Ruppert said projects like that cost about \$100.00/square foot to construct, which would be millions. Rivers said the focus needs to be on marketing options and what we have. The Board discussed marketing of vacant buildings/land and to create a backdrop of what we have, to create hooks promoting what makes us unique and holding a forum/mixer for people interested in starting a private development/investment organization.

7. OTHER BUSINESS

a. Additional Items to be Discussed

None.

b. Items for the April 2015 Agenda

The Board requested an update from the Marketing Committee.

8. ADJOURNMENT

A motion was made by Daleiden and seconded by Prigge to adjourn the meeting at 8:35 am. Vote for: Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None
Vote 5-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator