

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

1. CALL TO ORDER

Furrer called the meeting to order at 7:05 am in the City Council Chambers at 415 Central St. W.

MEMBERS PRESENT:

Prigge, Furrer, Lieske, Pierskalla and Daleiden

MEMBERS ABSENT:

Zellner and Kuchinka

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

Evelyn Duban, Shelly Narum and Jen Jaros

2. AGENDA

Furrer said the agenda went through 7B and asked if there were any additions, deletions or corrections to the agenda. Erickson requested that a funding request for KickSTART to Kindergarten be added to the agenda. A motion was made by Daleiden and seconded by Prigge to approve the agenda with the requested addition. Vote for: Prigge, Furrer, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

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

Furrer asked if there were any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Prigge to approve the minutes of the February 20, 2014 regular meeting. Vote for: Prigge, Furrer, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

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

Erickson said February had a beginning balance of \$235,814.22, revenues of \$516.35 and expenses of \$4,414.87 for an ending balance of \$231,915.70. Furrer asked if the wages paid had been accounted for. Erickson replied yes. A motion was made by Furrer and seconded by Pierskalla to approve the February 2014 Treasurer's Report and monthly bill(s). Vote for: Prigge, Furrer, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Video Marketing

Erickson reviewed the storyboard created for the first video, which is “History” of Lonsdale. The Board reviewed the storyboard. Erickson said it looked good and suggested the pictures of Main Street be in sequence and possibly adding a picture of the 3R Landmark school before the existing elementary school constructed in 2006. Prigge asked what the length of the video will be. Erickson said the goal was to limit the videos to ninety (90) seconds.

b. Billboard

Erickson said he attended a MN DEED marketing meeting and was referred to another DEED employee for assistance in getting the billboard project approved by MnDoT. He said he contacted her but has not received a return phone call. He said he would continue trying to contact her and if that does not work, he will contact Senator Kevin Dahle and Representative David Bly for assistance.

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

Erickson reviewed the options available for booth amenities. Prigge said the main concern is to purchase products that are simple and easy to set up. She said she would provide Erickson product information on the booth she uses for her job. Furrer asked if the Board was getting the cart before the horse and if a commitment by Board members should be made prior to the purchase of the booth. Prigge said the booth would be a good investment and it would be ideal to attend five or six events per year.

d. Lonsdale First! Program

Erickson said the board reviewed the results of the survey at the last meeting and because of that, recommended the Board discuss and finalize the 2014 Lonsdale First program. Daleiden asked if the Board needed to decide if the program was going to be held this year or not. Erickson said yes and the prizes need to be determined as well. Prigge said the program is a good idea and the Board should assist businesses in promoting it at their businesses. Pierskalla said the program can be marketed by social media, etc. Prigge said the prizes should be actual prizes and not cash. A motion was made Prigge and seconded by Daleiden to continue the program in 2014. Vote for: Prigge, Furrer, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

The Board discussed prizes, the number of them and the pros and cons of prizes versus Chamber Checks. Erickson said the EDA should not rely on the businesses to promote the program, rather the EDA should promote it themselves. Furrer said the fee \$25.00 to participate should be increased to hopefully give the businesses added incentive to promote the program. Erickson said options include social media (Lonsdale Happenings – Facebook), utilizing participating businesses logos in advertising materials, etc. A motion was made by Prigge and seconded by Daleiden to set the fee to participate in the program at \$50.00 for 2014, due to additional costs of marketing the program. Vote for: Prigge, Furrer, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

6. NEW BUSINESS

a. Discuss Conferences to Attend to Market Lonsdale

Erickson said most of the events/conferences researched seem to be more for businesses and not for cities to solicit land for sale. He provided the Board with information provided by Board member Zellner and Deanna Kuennen, Rice County Economic Development Director. He said he would be submitting an article on the business park for the next edition of the Economic Development Association of MN newsletter.

b. Main Street Planter Contest

Erickson reviewed the history of the planters. Pierskalla said the winner should be selected by popular vote on Facebook to get the word out on the contest, Lonsdale and to simply create excitement. A motion was made by Pierskalla and seconded by Prigge to continue with the flower planter contest and to allow businesses not on Main Street to participate if all of the planters are not committed to. Vote for: Prigge, Furrer, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

c. Main Street Beautification – Stripping of Parking/Painting of Curb

Erickson said the EDA discussed this idea in the past. He said he spoke to Rice County Engineer Dennis Luebbe and he does not see the project being a problem. Erickson said a Right of Way permit will be required and because of that, the City Engineer will need to create a plan sheet to be submitted with the right of way permit. A motion was made by Daleiden and seconded by Furrer to pursue stripping the parking stalls in the business district area of Main St. Vote for: Prigge, Furrer, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

d. Small Cities Development Program Grant (SCDP)

Erickson said one of the EDA's goals for 2014 was submission of a SCDP grant application. Erickson reviewed a proposed Request for Proposals for submission of a SCDP grant application. The Board agreed the grant should be applied for. A motion was made by Furrer and seconded by Prigge to approve the Request for Proposals. Vote for: Prigge, Furrer, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

e. Consider Approval of a Funding Request for KickSTART to Kindergarten

Shelly Narum and Jen Jaros were present at the meeting to make a formal funding request for the KickSTART to Kindergarten program being held in August 2014 for students that were not in preschool as a way to get them used to a full day of school. Narum said they have applied for a \$5,000 grant from the Northfield United Way, for funding from the Southern MN Initiative Foundation (SMIF) and will be requesting funding from the Lonsdale Lions. Narum and Jaros said for each dollar invested in early childhood education, there is a \$16.00 benefit. Narum reviewed the daily schedule for the program. Furrer asked if all cities and organizations from Montgomery and Le Center were being asked for funding as well. Narum said they just started fundraising and will be asking the other two

cities and organizations for donations as well. Jaros said this is the first year that Le Center will be involved and they will be meeting with them soon. Lieske asked if the kids were already in kindergarten. Jaros said the kids will be going into kindergarten and the program is scheduled for the first week of August. The Board discussed how it pertains to economic development. Erickson said other donors like the SMIF, who's primary activity is creating economic development, are big on early childhood development and provide grants for computers, libraries, etc. and a donation by the EDA would be the same. A motion was made by Furrer and seconded by Prigge to approve contributing \$150.00 to the KickSTART to Kindergarten. Vote for: Prigge, Furrer, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

7. OTHER BUSINESS

a. Additional Items to be Discussed

None

b. Items for the April 17, 2014 Agenda

The Board did not request specific items to be placed on the April 17, 2014 agenda.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Prigge to adjourn the meeting at 8:42 am. Vote for: Prigge, Furrer, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator