

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
APRIL 16, 2015**

1. CALL TO ORDER

Lieske called the meeting to order at 7:02 am in the City Council Chambers, 415 Central St. W.

MEMBERS PRESENT:

Zellner, Furrer, Lieske, Ruppert, Rivers and Daleiden

MEMBERS ABSENT:

Prigge

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

Lonsdale Area Chamber of Commerce (LACC) representatives: Karmin Stanley, Shanna Gutzke-Kupp and Mike Herrmann

2. AGENDA

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

3. APPROVAL OF THE MINUTES FROM THE MARCH 19, 2015 REGULAR

Lieske asked if there were any additions, deletions or corrections to the minutes. A motion was made by Furrer and seconded by Daleiden to approve the minutes of the March 19, 2015 regular meeting. Vote for: Zellner, Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

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

Erickson said March had a beginning balance of \$215,255.94, revenues of \$516.35 and expenses of \$1,120.33 for an ending balance of \$214,651.96. He said the bill(s) paid in March totaled \$1,162.78. Erickson said there were no bill(s) to be paid April 15, 2015. Lieske asked if anyone had any questions. Lieske asked what the legal invoice was for. Erickson said it was for a mortgage satisfaction document required because McColl satisfied the requirements of the SCDP deferred loan/grant agreement. Rivers asked if the Live Wire Films expense was reoccurring. Erickson replied yes and it is for one year.

A motion was made by Daleiden and seconded by Rivers to approve the March 2015 Treasurer's Report and monthly bill(s). Vote for: Zellner, Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

5. OLD BUSINESS

a. Presentation on Marketing Implementation From Subcommittee

Erickson said the sub-committee, which consists of Prigge, Daleiden and Rivers has met three times and their report/recommendation is included in the packet. Rivers said the main focus has been marketing. Ruppert said he has spoken to a Broker, Interstate Partners and they are willing to meet with the EDA/staff regarding the Business Park. Ruppert said he would coordinate a meeting. Furrer said meeting with Interstate Partners would be worthwhile. Erickson reviewed the financial incentives that could possibly be available to a business looking to locate to Lonsdale. Daleiden asked if the Broker would be marketing to specific industries. Ruppert said the marketing is more focused on the type of building(s) available. Rivers suggested the initial meeting with the Broker be less than a quorum to comply with the Open Meeting Law. Rivers said the committee was recommending a community event to be held on Thursday, June 18th at the Legion to roll out the marketing initiative. Zellner suggested the event be used as a way to plant the seed for a local investment group and to ask businesses which five vendors they do business with that would improve their business by locating in Lonsdale.

A motion was made by Daleiden and seconded by Zellner to create a subcommittee for the marketing event to consist of Prigge, Furrer, Lieske and Erickson. Vote for: Zellner, Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried. The Board discussed general items for the event such as location, a date of June 18th and who to invite.

6. NEW BUSINESS

a. Consider Approval of an Application for Funding Request in the Amount \$2,000.00 Submitted the Lonsdale Area Chamber of Commerce for July 3rd Fireworks

Karmin Stanley, President of the Lonsdale Area Chamber of Commerce (LACC) said the LACC is requesting \$2,000.00 for this years fireworks display. She said the community has come to expect fireworks. Furrer asked if the Lonsdale Aces were approached. Stanley said no. Ruppert asked how much has been raised so far. Stanley said they would like to raise \$6,000.00 to \$7,000.00 but have only raised approximately \$3,500.00. Rivers asked what will happen if they funds are not raised. Stanley said the show will be shorter. Furrer asked what role the LACC is playing because it has been said the LACC is no longer involved with the fireworks. Stanley said the LACC is in for the rest of 2015 but will no longer be involved after this year because it is not a fit with the LACC's mission. Rivers questioned if it is not in the LACC's mission, how is it a fit with the EDA's mission. Stanley said in the past, the fireworks were part of a larger event that was coordinated by the LACC. Erickson said the fund raising for this event needs to change in near future. Ruppert asked if a street dance could be held as a way to

generate funds. Stanley said Community Days typically generates a net profit of \$4,000.00. Rivers asked what the timeline for ordering the fireworks is. Stanley said they will be ordered next week. Rivers asked if the next organization to take over the fireworks will be back to the EDA for funding next year. Erickson said he is working on creating a Gambling Ordinance to could create a constant revenue stream for the fireworks. Furrer said she agreed with Rivers that it's not the role of the EDA to fund the fireworks. Ruppert said he wants to have fireworks in town but said he is not sure if the EDA should providing funding. There was discussion about posting the funding need on the Lonsdale Happenings Face Book page. Daleiden said he was against providing funding for the fireworks. A motion was made by River and seconded by Daleiden to support the LACC's efforts with the fireworks display fundraising but not to provide funding. Vote for: Zellner, Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

- b. Consider Approval of the 2015 Main Street Flower Planter Contest
Erickson said it is that time of the year again to discuss the flower planter contest. He provided a history summary of the planters. Erickson said the only question that has been asked about this in the past is why is it only for Main St. and not other businesses. The Board discussed allowing business not on Main St. to participate either through a planter on Main St. or a planter in front of their building. After much discussion it was decided to leave the contest the same in 2015 and reevaluate it in 2016. A motion was made by Rivers and seconded by Ruppert to keep the Main St. flower planter contest the same in 2015 and reevaluate it next year for expansion to more businesses. Vote for: Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None Vote 5-0. Motion carried.

7. OTHER BUSINESS

- a. Additional Items to be Discussed
None.
- b. Items for the May 2015 Agenda
The Board requested an update from the Marketing Committee on the marketing event.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Daleiden to adjourn the meeting at 8:29 am. Vote for: Furrer, Lieske, Ruppert, Rivers and Daleiden. Against: None Vote 5-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator