

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
APRIL 17, 2014**

1. CALL TO ORDER

Lieske called the meeting to order at 7:00 am in the City Council Chambers at 415 Central St. W.

MEMBERS PRESENT:

Zellner, Lieske, Kuchinka, Pierskalla and Daleiden

MEMBERS ABSENT:

Furrer and Prigge

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

Evelyn Duban

2. AGENDA

Lieske said the agenda went through 7B and asked if there were any additions, deletions or corrections to the agenda. A motion was made by Daleiden and seconded by Kuchinka to approve the agenda as presented. Vote for: Zellner, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE MARCH 20, 2014 REGULAR

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

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

Erickson said March had a beginning balance of \$231,915.70, revenues of \$516.35 and expenses of \$2,427.27 for an ending balance of \$230,004.78. A motion was made by Pierskalla and seconded by Zellner to approve the March 2014 Treasurer's Report and monthly bill(s). Vote for: Zellner, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Update on I-35 Billboard

Erickson reviewed the letter to be sent to MN DEED. The Board said the letter looked good. Pierskalla asked if it would help if he wrote a letter to MN DEED, elected officials, etc. Erickson said it certainly would not hurt.

- b. Update on Video Marketing
Erickson said the first video was shot earlier in the week. He said it was shot at MN Barnwood, which provided a great setting and Steve Vosejпка did a great job with the narrative portion of the video.
- c. Consider Approval of Marketing and Prizes for the Lonsdale First! Program
Erickson said the Board needs to finalize the prizes and marketing of the program. Pierskalla asked if a good prize would result in good participation. Erickson asked the question of “do customers really care about or want to participate in the program”. Zellner said the prizes should be something that stays in town. Pierskalla said there are three factors to the program and he asked if all three needed to be changed. Daleiden said the prizes should be chamber checks so the prizes stay in town. Erickson suggested chamber checks for the smaller prizes but a physical prize for the grand prize. Kuchinka said he would prefer cash. Erickson said he does not believe the prizes drive participation and people are simply not interested. Pierskalla recommended keeping the prizes the same and focusing on marketing the program better. Zellner agreed more marketing was needed. A motion was made by Pierskalla and seconded by Zellner to keep the prizes the same as the 2013 program. Vote for: Zellner, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

Pierskalla said more emphasis needs to be put on the businesses promoting the program because it is not for the EDA rather the businesses. Zellner said the deadline should be put on the cards so as many as possible get turned in. Pierskalla suggested the Lonsdale Happenings page on Facebook.

- d. Discuss Events / Conferences to Attend to Market Lonsdale
Erickson said he plans to attend the Steele Waseca Electric Cooperative annual meeting to promote Lonsdale and the Business Park. He suggested the Board consider paying for a membership to the Economic Development Association of MN (EDAM) as a way to network and promote Lonsdale. Zellner suggested the Board members look at EDAM’s website and make a decision at the next meeting. Kuchinka said he likes the idea of becoming a member of EDAM. Lieske asked the Board if there was still interest in attending tradeshow, etc.
- e. Booth Amenities (table, skirt, backdrop, etc.)
Erickson said he received the quote included with the packet from AllegraEdina for a table skirt and banners. Zellner said Habitat for Humanity recently purchased banners for their booth from Vista Print, which turned out great and were affordable. She said she would email a picture of them to the Board.
- f. Update on the Main Street Plaza / Veteran’s Memorial Project
Erickson provided the Board an update on the project.
- g. Main Street Beautification – Stripping of Parking/Painting of Curb
Erickson said based on the engineers cost estimate and reducing several of the contingencies, he believes the cost of the project to be around \$8,000.00. He said

he would discuss the project with Public Works to see if it could be done in house. He said instead of stripping Main Street, should the EDA provide a total of \$8,000.00 in grants (paint) for businesses owners to paint their buildings, similar to the City recently being awarded a grant of \$1,000.00 in paint for the 3R Landmark schoolhouse. Kuchinka said that stripping Main Street does nothing for the businesses. There was general discussion on whether or not to do the project.

6. NEW BUSINESS

a. Review a Proposed Fund Request Policy

Erickson reviewed the proposed Fund Request Policy. Zellner said it is common for funding requests to be submitted six (6) weeks prior to their review by an organization and recommended requests be submitted six (6) weeks prior to the meeting. Kuchinka said he liked the six (6) week idea and asked if the organization would need to attend a second meeting if necessary. He said the Board may have made funding request decisions to quickly in the past. The Board did not feel it was necessary for the organization to attend a second meeting if necessary. Lieske said the application looked good. A motion was made by Zellner and seconded by Daleiden to approve the Funding Request Policy with the revision that applications be submitted six (6) weeks prior to the meeting. Vote for: Zellner, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

b. Consider Approval of a Proposal Submitted by Pettipiece & Associates, Inc. to Apply for a Small Cities Development Program Grant (SCDP)

Erickson reviewed the proposal submitted by Pettipiece & Associates, Inc. He said he spoke to Chuck Pettipiece about if the grant application should consist of housing/commercial rehabilitation and water main replacement or only housing/commercial rehabilitation. He said he was informed by Pettipiece that a quick look at the water main portion of the application would determine the best and most fundable grant application. Erickson said he only wanted the grant application to consist of what was the most likely to be funded. A motion was made by Daleiden and seconded by Kuchinka to approve the proposal submitted by Pettipiece & Associates, Inc. Vote for: Zellner, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

c. Consider Approval of the 2014 Community Venture Network (CVN) Protocol Agreement

Erickson said it is required to sign the protocol agreement to attend CVN sessions. A motion was made by Daleiden and seconded by Pierskalla to approve the 2014 CVN Protocol agreement. Vote for: Zellner, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

d. Community Venture Network (CVN) Session – Friday, April 18, 2014

Erickson said the next CVN session is scheduled for April 18, 2014. He said he plans on attending.

7. OTHER BUSINESS

a. Additional Items to be Discussed
None

b. Items for the May 15, 2014 Agenda

The Board requested the Lonsdale First Program, marketing, Main St. stripping and the SCDP grant.

8. ADJOURNMENT

A motion was made by Zellner and seconded by Daleiden to adjourn the meeting at 8:45 am. Vote for: Zellner, Lieske, Kuchinka, Pierskalla and Daleiden. Against:

None Vote 5-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator