

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
APRIL 18, 2013**

1. CALL TO ORDER

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

MEMBERS PRESENT:

Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla 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. Erickson requested adding "Main Street Flower Planter Contest" to the agenda. Pierskalla requested to move item 6d (June meeting date) up earlier in the meeting. A motion was made by Duban and seconded by Furrer to approve the agenda with the requested addition and moving item 6d up earlier in the meeting. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE MARCH 21, 2013 REGULAR

Lieske asked if there were any additions, deletions or corrections to the minutes. Zellner said that "cost" should be deleted from 5a because it is stated twice. A motion was made by Zellner and seconded by Duban to approve the minutes of the March 21, 2013 regular meeting with the noted correction. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

4. CONSIDER APPROVAL OF THE MARCH 2013 TREASURER'S REPORTS AND MONTHLY BILL(S)

Erickson said March had a beginning balance of \$236,945.67, revenues of \$636.35 and expenses of \$1,935.55 for an ending balance of \$235,646.47. He said there was an invoice for mileage totaling \$24.86 for review and approval. A motion was made by Daleiden and seconded by Kuchinka to approve the March 2013 Treasurer's Report and the invoice. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

5. OLD BUSINESS

a. Update on the Lonsdale Business Park

Erickson said the public hearing for the preliminary plat is scheduled for the Planning Commission meeting being held at 6:30 pm. He said the City Council did motion to make a purchase offer on the property as negotiations between the property owner and Steele Waseca Cooperative Electric have ended. Lieske asked if the reason for pursuing the project was due to receiving a grant. Erickson replied yes.

b. Discuss the Proposed Main Street Streetscape Design

Erickson summarized the project to date. Duban asked what the depth of the bump outs is proposed to be. Erickson said about twenty feet. Kuchinka said at the last meeting, it was discussed what else the EDA could do not attract more people to Main St. He said in the past, the EDA received grant funds for building rehabilitation and that any improvements to the building should be the responsibility of the property owner. Zellner said she was opposed to the streetscape project because she is concerned with the cost-benefit effect of the project. Furrer asked what the goals of Main Street are. Daleiden said an option could be to loan funds to property owners to make building improvements. The Board held general discussion on whether or not to do that. Zellner said other components of the City's Comprehensive Plan could be incorporated such as: lighting, building facades, benches, banners and a shared Economic Development Director between the City and Chamber. A motion was made by Daleiden and seconded by Zellner to postpone the 2013 Streetscape Project. Vote for: Zellner, Duban, Lieske, Kuchinka and Daleiden. Against: Furrer and Pierskalla Vote 5-2. Motion carried.

c. Review Updated EDA Marketing Materials

Erickson said the marketing materials have been updated and the Board reviewed each of them. Erickson provided the folder that Rice County provides to prospective businesses as a comparison to Lonsdale's and also a follow up to the last meeting. The Board discussed the cost and how many packets per year the City provides to prospective businesses. Kuchinka asked what the EDA Board members are doing to help market the City/EDA. Furrer suggested the Board consider purchasing television advertising time and promote the entire City. Zellner said that habitat for Humanity just completed a video shoot that will be uploaded to You Tube. Lieske asked what the cost for the City would be to get a single membership to CVN and not be part of the Rice County membership. Erickson said he would get a price on a membership for the City to CVN. The consensus of the Board was that the marketing materials looked good and to continue with the same folder and paper.

6. NEW BUSINESS

a. Review the Economic Development Section of the City's Comprehensive Plan

Erickson said with the streetscape project not going forward and as a follow up to the last meeting, the Economic Development chapter of the City's Comprehensive

- Plan needs to be updated. Erickson said public participation will be required but to start the project, he suggested a survey be sent to Main Street business/property owners. He said the two questions proposed to be asked are essentially: (1) what are your concerns pertaining to Main Street and (2) what can the EDA do to address your concerns. He said he has begun to mark up the existing Economic Development chapter and recommended he provide the Board an updated/clean version for their review at the May meeting.
- b. Review EDA's Mission Statement and 2013 Goals
Erickson said this goes with the previous discussion on amending the Comprehensive Plan. He said he believes the current mission statement is good but wanted the Board to review it to make sure it is still what they wanted. The Board agreed the mission statement is valid and does not need to be changed.
- c. Discuss Main Street Blight Issues / City Code Violations
Erickson said he recently received a complaint on the "Fireworks" sign that is up year round and provided the Board with an article from the last edition of the Lonsdale Area News Review regarding Main Street. He informed the Board that staff plans to enforce blight issues and non-conforming signs pertaining to businesses in the next several weeks. The Board agreed that businesses should have permanent signs and the ordinances should be enforced.
- d. Consider Rescheduling the June 20, 2013 Meeting to June 27, 2013
Erickson said staff will be attending the League of Minnesota Cities Annual Conference, which runs between June 19th and June 21st. He said the June EDA meeting is scheduled for June 20th. A motion was made by Pierskalla and seconded by Zellner to reschedule the EDA's June 20th meeting to June 27th.
Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden.
Against: None Vote 7-0. Motion carried.
- e. Consider a Funding Request Submitted by the Rice County Small Business Development Center in the Amount of \$2,500.00
Erickson said the Board did approve providing funding each of the last two years but feels the funds can be better used in Lonsdale by the EDA. A motion was made by Furrer and seconded by Kuchinka to not provide funding to the Rice County Small Business Development Center in 2013. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.
- f. CVN Presenter Information – April 19, 2013
Erickson said CVN was being held on April 19th and he plans on attending the session. The Board said several businesses look like they would be a fit in Lonsdale.

g. Main Street Flower Planter Contest

Erickson asked the Board if they want to continue with the Main Street Planter Contest this year. The Board agreed to continue the contest. Erickson said he would send out letters to business owners.

7. OTHER BUSINESS

a. Additional Items to be Discussed

None

b. Items for the May 16, 2013 Agenda

The Board requested the following items be on the May 16, 2013 Agenda: (1) Main Street Park; (2) marketing; (3) Comprehensive Plan Revisions

8. ADJOURNMENT

A motion was made by Furrer and seconded by Duban to adjourn the meeting at 8:45 am. Vote for: Furrer, Duban, Lieske, Kuchinka and Daleiden. Against: None Vote 5-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator