

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
AUGUST 15, 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 and Pierskalla

MEMBERS ABSENT:

Daleiden

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 Duban and seconded by Kuchinka to approve the agenda as presented. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka and Pierskalla. Against: None Vote 6-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE JULY 18, 2013 REGULAR

Lieske asked if there were any additions, deletions or corrections to the minutes. A motion was made by Kuchinka and seconded by Duban to approve the minutes of the July 18, 2013 regular meeting. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka and Pierskalla. Against: None Vote 6-0. Motion carried.

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

Erickson said July had a beginning balance of \$234,236.59, revenues of \$566.01 and expenses of \$0.00 for an ending balance of \$234,802.60. He said there was no invoice(s) for review and approval. Furrer asked about the funds received from property taxes. Erickson said if a property owner is delinquent on their taxes and pays them late or in a subsequent year, the taxing jurisdiction that levied the tax will receive the funds when the taxes are paid. A motion was made by Furrer and seconded by Duban to approve the July 2013 Treasurer's Report. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka and Pierskalla. Against: None Vote 6-0. Motion carried.

5. OLD BUSINESS

a. Update on the Main Street Plaza Project

Erickson provided an overall update on the project. Furrer asked if the water fountain was going to be able to accommodate sitting around it. Erickson said based on the bid package, there would not be a sitting ring around the fountain but would verify that. Kuchinka said he thought the fountain was going to be tiered and not as big as proposed. Furrer asked if there would be enough room between the fountain and center benches or if it would be too congested. The Board held discussion on the type of fountain and its size and the overall size of the lot.

b. Update on the Lonsdale Business Park

Erickson said the grading work continues to progress and it is expected to continue into October. He said the public improvement portion of the project was bid and bids were opened on July 24, 2013. He said he expect the City Council to consider the bids and award a contract in September.

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

The Board reviewed the proposed revisions for the last time prior to a meeting to solicit public input. Erickson said all of the revisions discussed by the Board have been incorporated. Pierskalla asked about education and its role in the Economic Development chapter, specifically if the City is looking to increase the size of the district, bus kids in and provided examples of hardships of school districts with aging populations and decreasing enrollment. Erickson said it is in the chapter because people looking to move to Lonsdale are looking at the school district and location of schools. Erickson said with the school on Lonsdale being K-4, families are having to make the decision of which school district to enroll their child in during elementary school and if the school in Lonsdale was K-8, that decision would be postponed and probably not need to be made since the children would be in the district for such a long time. He said having a K-8 school in Lonsdale makes it more attract to prospective residents. He said another possibility is that a family might choose not to live in Lonsdale because the school is only K-4. The Board also reviewed the Downtown Revitalization section, Summary of Economic Issues and the Economic Goals and Strategies. The consensus of the Board was the revisions were complete to present the revised Chapter to the business community at the September 19, 2013 meeting.

d. Discuss Ideas for Marketing Lonsdale/Businesses

The Board held discussion on the use of social media as a way to communicate and market the city. The Board agreed that if the EDA had a Facebook site, it should be used for informational purposes at first and grow from there. Pierskalla said that Twitter could be used and managed with a calendar. The Board also agreed that a Facebook site is more interactive than a website. Lieske asked if the Board had other ideas for marketing. Erickson suggested that if a Facebook site was implemented, there should be one for the entire city and departments contained within it.

6. NEW BUSINESS

a. Select Winner of the 2013 Main Street Flower Planter Contest

The Board reviewed the planters planted by businesses. The consensus of the Board was that the finalists were: (1) Car Qeust, (2) Lonsdale Chiropractic/Lisa Klossner Message and (3) Frandsen Bank and Trust. The Board said all the planters looked good. The consensus of the Board was that the winner of the 2013 Flower Planter planning contest was Lonsdale Chiropractic/Lisa Klossner Message. Erickson said the LACC sent an email suggesting that all businesses should be allowed to participate. The Board decided that the contest will remain as is in 2014. The Board also said that volunteer Kathy Kahler needs to be acknowledged for planting several of the planters. The Board also discussed who would plant the planters next year that will be part of the Main Street Park.

b. Discuss the EDA's 2014 Budget

The Board continued its discussion on the 2014 budget. Erickson reviewed revenues and expenses for 2013. Furrer asked if a portion of Erickson's salary could/should be allocated to the EDA. Erickson said as proposed, a portion of his salary is allocated to the EDA. Erickson suggested budgeting to apply for a Small Cities Development Program grant for housing/business rehabilitation. Pierskalla said the I-35 should be budgeted for in 2014. Erickson said the land lease payment will also have to be budgeted for.

7. OTHER BUSINESS

a. Additional Items to be Discussed

None

b. Items for the September 19, 2013 Agenda

The consensus of the Board was to present and solicit comments from the business community on revisions made to Chapter 6 of the City's Comprehensive Plan, the Lonsdale 1st Program and the EDA's 2014 budget.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Zellner to adjourn the meeting at 8:42 am. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka and Pierskalla. Against: None Vote 6-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator