

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
AUGUST 20, 2015**

**1. CALL TO ORDER**

Furrer called the meeting to order at 7:03 am in the City Council Chambers, 415 Central St. W.

**MEMBERS PRESENT:**

Prigge, Duban, Furrer, Ruppert, Rivers and Daleiden

**MEMBERS ABSENT:**

Zellner

**STAFF PRESENT:**

Joel Erickson, City Administrator

**OTHERS PRESENT:**

Devin Reyes and Michelle Borchardt of the Lonsdale Crawl

**2. AGENDA**

Furrer said the agenda went through 7B asked if there were any additions, deletions or corrections to the agenda. Furrer asked if it was okay to move the funding requests to the beginning of the agenda. The Board agreed. A motion was made by Daleiden and seconded by Duban to approve the agenda as presented. Vote for: Prigge, Duban, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE JULY 16, 2015 REGULAR**

Furrer asked if there were any additions, deletions or corrections to the minutes. A motion was made by Prigge and seconded by Duban to approve the minutes of the July 16, 2015 regular meeting. Vote for: Prigge, Duban, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

**4. CONSIDER APPROVAL OF THE JULY 2015 TREASURER'S REPORT AND MONTHLY BILL(S)**

Erickson said July had a beginning balance of \$213,735.55, revenues of \$986.83 and expenses of \$1,166.45 for an ending balance of \$213,555.93. Erickson said there were no bills to be paid in August. Furrer asked if anyone had any questions. A motion was made by Daleiden and seconded by Rivers to approve the July 2015 Treasurer's Report and monthly bill(s). Vote for: Prigge, Duban, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

Furrer introduced Fritz Duban, who was appointed by the Mayor and City Council to fill the vacancy created when Lieske resigned his position on the EDA. Everyone welcomed Duban.

## **5. OLD BUSINESS**

### **a. Finalize Transition of the Lonsdale First Program to the Lonsdale Area Chamber of Commerce**

Erickson said this has been discussed at the last several EDA meetings and was discussed with Chamber representatives at the April 2015 EDA meeting. He said he will be attending the August 25<sup>th</sup> Chamber meeting to discuss this and wants to make sure the EDA wants to continue with the transition and what concerns, if any, there are. Ruppert said the program fits with the EDA's mission but it is not the role of the EDA and he is okay with providing up to \$1,250.00 in funding. Furrer said since the EDA is funded with tax dollars, the fee to participate needs to be the same whether a participant is a Chamber member or not. Duban agreed that the participation fee be the same for all. Rivers said the program seems to a good way to promote downtown and participating businesses but was concerned that the businesses should be promoting their own businesses and not the EDA doing it for them. The general consensus of the Board was that they did not want to see the program die and become an elitist program. Furrer suggested that if no funding is provided, the Chamber can run the program as they see fit but if they want/need funding, then the fee needs to be the same for all participants. River reiterated his concern that businesses need to promote themselves and also acknowledged the EDA's role. Erickson questioned what would be acceptable/appropriate to the Chamber as far as a profit or to cover their costs, given the fact the Chamber probably will not run the program at a loss. River questioned a reasonable profit and said more information is needed. Rivers recommended the Lonsdale First program be transitioned to the Chamber, the EDA provide funding and a recap of the program be provided to the EDA when it is done. Furrer asked if the only stipulation would be the fee is the same for all participants. Prigge said the EDA should grant up to \$1,250.00 for the Chamber to run the program. River said the prizes should be the same because they go back into the community. A motion was made by Ruppert and seconded by Prigge to approve the transition of the Lonsdale First! Program to the Chamber and reimbursable funding not to exceed \$500.00 be provided for administering the program and up to \$700.00 be provided for prizes, the cost for businesses to participate shall be the same for all regardless of Chamber membership or not and the Chamber provides the EDA a summary of the program when it is complete. Rivers asked what the summary will provide. Daleiden said the Chamber is smart enough to run the program by themselves. Ruppert said if the Chamber does not agree with the stipulations, they will receive no funding from the EDA. Vote for: Prigge, Duban, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

### **b. Continue Discussion on the Development of an Action Plan to Achieve the EDA's Mission and Goals**

Erickson reviewed the Business Forum comments/feedback received, the EDA's current goals and economic issues. Rivers asked what economic development was and brought up things such as schools, jobs and tax base. He questioned if the EDA goals were similar to or what residents and the business community want. Erickson said the City will be sending out a survey to each property owner

as part of preparing for a Comp. Plan update in 2016 and said several economic development questions could be asked in it. Daleiden said it is no surprise that residents want more commercial opportunities. The Board held general discussion on increased competition and the EDA goals and strategies to achieve the goals. The Board began to review Chapter 6 – Economic Development of the City’s Comprehensive Plan. The Board agreed that the Goals of the EDA should consist of items: 1, 3 (revised to “Market the EDA to both residents and the private sector”) and 4 (revised to “Promote retail/commercial overall in Lonsdale, including downtown”).

The Board discussed and agreed to organize a sub-committee to review Chapter 6. Ruppert, Prigge and Erickson said they would be on the sub-committee.

c. Discuss the EDA’s 2016 Budget

Erickson said the City Council is working on the City’s 2016 annual budget. He said although it is unlikely the EDA will get funding from the City, the budget should be reviewed and approved on the same timeline as the City’s. The Board reviewed the 2015 revenues and expenses. There was general discussion on donations, what project(s) were budgeted in capital outlay, marketing, etc.

**6. NEW BUSINESS**

a. Consider Approval of a Funding Request From Kick START to Kindergarten in the Amount of \$500.00

Prigge said the representatives for KickSTART to Kindergarten will not be at the meeting due to illnesses. Furrer reviewed the funding request application. Prigge reviewed the program and said it was for kids with no preschool experience and it is a good program. She said both of her kids attended it and it is worth it. She said the program is run completely on grants and donations. Duban asked if the EDA funded the request in the past. Prigge said yes at \$150.00, which is too little. Rivers asked what the participation percentage was compared to total students. Prigge said there are twenty kids from each city that attend. Rivers said he had concerns because if kids do want to attend the program and it is full, they cannot attend. Prigge said with increased funding comes an expanded program. The Board held general discussion on the cost of the program and whether or not the school district provides funding. It was stated that the school district does not provide funding but does donate the use of the facility. Rivers questioned why the group was coming to the EDA for funding. A motion was made by Prigge to approve providing \$500.00 in funding to the KickSTART to Kindergarten program. There was no second to the motion. The motion failed.

Ruppert said funding requests like this need to be part of a larger discussion regarding what the EDA is and this seems to be outside of the EDA’s priorities. A motion was made by Ruppert to deny the funding request made by KickSTART to Kindergarten. Vote for: Duban, Furrer, Ruppert and Rivers. Against: Prigge and Daleiden. Vote 4-2. Motion carried.

b. Consider Approval of a Funding Request From the Lonsdale Crawl in the Amount of \$1,000.00

Furrer said the Lonsdale Crawl is requesting \$1,000.00 in funding for this year's event. She said the EDA has provided funding in the past and she reviewed the funding request application. Borchardt said the Crawl generated \$5,000.00 in profit last year. Furrer asked if the proceeds stay in Lonsdale. Borchardt said they did purchase a park bench but most of the profit was spent to make the Crawl a 501 (c) 3 non-profit organization. She said each year, the event has doubled in size as well as participation. Borchardt said businesses have already begun to sign up. Furrer asked if there would not be a fee to participate this year. Borchardt said that is correct. Duban said the program seems to be a good way to promote commerce and businesses. Borchardt agreed. Duban asked if the majority of the funds stay in Lonsdale. Borchardt said they have donated to the Northfield Cancer Center because most residents from Lonsdale receive treatment there. She said this year, the funds will be provided to a service further away but they still feel Lonsdale residents will utilize the service and benefit from the donation. Duban asked if the plan is to make the program self-sufficient. Borchardt said yes while still giving as much as possible as donations. Duban asked if the Crawl is requesting \$1,000.00 like last year. A motion was made by Ruppert and seconded by Rivers to approve the funding request submitted by the Lonsdale Crawl in the amount of \$1,000.00. Vote for: Prigge, Duban, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

c. Select the Winner of the 2014 Main Street Flower Planter Contest

The Board reviewed the flowers planted this year. The consensus was they all looked good but the flowers/design by All Yarn and Audrey's Attic stood out. Erickson said he would contact All Yarn and get something in the paper.

d. Consider Approval to Reschedule the October 15, 2015 meeting to Thursday, October 29, 2015 at 7:00 am

Erickson said he would be on vacation during the October EDA meeting and requested it be rescheduled. A motion was made by Duban and seconded by Prigge to reschedule the October 15, 2015 EDA meeting to October 29, 2015 at 7:00 am. Vote for: Prigge, Duban, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

**7. OTHER BUSINESS**

a. Additional Items to be Discussed

None

b. Items for the September 2015 Agenda

Development of Action Plan

**8. ADJOURNMENT**

A motion was made by Rivers and seconded by Prigge to adjourn the meeting at 9:07 am. Vote for: Prigge, Duban, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 6-0. Motion carried.

Respectfully Submitted:

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Joel A. Erickson, City Administrator