

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
AUGUST 21, 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:

Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden

MEMBERS ABSENT:

None

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

Evelyn Duban, Devin Reyes, Renee Thompson, Shelly Narum and Michelle Brochardt

2. AGENDA

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

3. APPROVAL OF THE MINUTES FROM THE JUNE 12, 2014 REGULAR

Lieske asked if there were any additions, deletions or corrections to the minutes. A motion was made by Prigge and seconded by Pierskalla to approve the minutes of the June 12, 2014 regular meeting. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

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

Erickson said June had a beginning balance of \$225,970.79, revenues of \$516.35 and expenses of \$2,397.86 for an ending balance of \$224,089.28. He said the bills to be paid were for LiveWire Films, payroll and associated benefits. Erickson said July had a beginning balance of \$224,089.28, revenues of \$516.35 and expenses of \$1,257.34 for an ending balance of \$223,348.29. He said bills to be paid were for payroll/associated benefits and the parking stall striping on Main St. A motion was made by Pierskalla and seconded by Daleiden to approve the June 2014 and July 2014 Treasurer's Reports and monthly bill(s). Vote for: Prigge, Zellner, Furrer, 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 project was substantially complete and the contractor is working on the punch list items. He said with the exception of soil borings, all items have been completed for MN DEED's Shovel Ready Certified Development Site program. Erickson said because all other items have been completed, he was told that the site can be marketed as a shovel ready certified site. He said he recently attended a MN DEED site sector seminar and gave a presentation on the Business Park. Erickson said enclosed in the packet are aerial photos of the Business Park taken by Doug Hughes last week.

b. Update on the Small Cities Development Program Grant

Erickson said that three different surveys were sent out: (1) for Area No. 5; (2) for commercial rehab and (3) housing rehab. Erickson said that with only one commercial project completed last time, Pettipiece is not recommending it be included in the application. Erickson told the board he instructed Pettipiece to include commercial rehab as part of the survey process to gauge interest. He said the Area No. 5 focus will be housing rehab and water main/service grant funds for the proposed street and utility improvement project.

c. Discuss an "App" for Lonsdale

Erickson reviewed the two proposed app's for the Board. He said the SeeClickFix app is a platform for residents to communicate repairs such as pot holes, etc. and is estimated to cost between \$5,000 and \$6,000 per year. Erickson said since the last meeting, he received information on another app, called My Community Mobile App. Daleiden said he called the company and watched a webinar on the app. He said he was told the cost of the app would be \$1,800 per year. Prigge said My Community Mobile App seems much better than SeeClickFix. Daleiden said the purpose of the app is to improve/provide alternative means for communication between the City and residents and vice versa. The Board discussed both apps. Erickson said he could schedule a webinar for staff and the Board so an informed decision can be made. The Board agreed a webinar should be scheduled.

d. Discuss Contracting With a Broker for the Lonsdale Business Park

Erickson said the Board discussed this item at their last meeting. He said Rice County and Steele Waseca Cooperative Electric received a proposal in the amount of \$18,000 from a broker to perform a market analysis on the Lonsdale Business Park for a data center site. Erickson said he did not recommend proceeding down this path and any fee paid to a broker would be for actually selling land. The Board agreed. Zellner said one lot should be listed with a commercial agent and it be placed on the MLS. The Board discussed how a broker would be selected and decided to interview several so a decision could be made. A motion was made by Prigge and seconded by Kuchinka to conduct interviews of brokers to list the Lonsdale Business Park. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried. Erickson, Prigge, Daleiden and Kuchinka said they would sit on the interview panel. The

Board told Erickson that they would provide dates that worked for them to conduct interviews. The Board held general discussion on CVN, its purpose, format and how communication with businesses is done according to the Rice County Protocol Agreement.

- e. Discuss the EDA's Proposed 2015 Budget / Discuss the EDA's Goals for 2015
Erickson said the Board discussed the proposed 2015 budget at their last meeting. The Board discussed the proposed line item amounts. Prigge said \$2,000 should be allocated to Gifts/Donations. The consensus of the Board was that the proposed 2015 budget was okay.

6. NEW BUSINESS

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

Devin Reyes of the Lonsdale Crawl said the event continues to be successful and because of that, they are expanding the event to include a 5K Run on Saturday morning. She said the Crawl Crew is looking to expand the event to attract even more people from out of town than in previous years. Reyes said they are requesting \$1,000 in funding from the EDA. Furrer asked if other organizations have been asked to or have committed to providing funds. Reyes said the EDA is the first organization to be asked because of all the donation requests associated with Community Days, which was held earlier in the month. She said they will be meeting with Whistle Stop to discuss food, staffing levels, etc. She said Generation Home Building Center wants the Crawl Crew at the location for an event and Habitat for Humanity has contacted them to volunteer time on a Lonsdale build. Furrer said the event brought lots of people to town but had concerns about the proceeds going to a charity and the focus should be on promoting local businesses. Prigge said the EDA funds go to pay the cost to put on the event and do not go to the charity. Kuchinka said the funds raised or a portion of them should stay in town and benefit an organization such as the food shelf, etc. and not go out of town. Reyes said the Crawl Board has discussed keeping the proceeds in town but that will probably not happen this year. She said the Board will consider this for next year's event. A motion was made by Furrer to provide \$500.00 to the 2014 Lonsdale Crawl. Prigge asked why only half? Furrer said the Crawl needs to stand on its own feet. Prigge said this is only the third year of the event. There was discussion on whether or not to have participating businesses pay a fee to participate. Reyes said businesses can donate but it is not required. Reyes said the Crawl Board has discussed having businesses pay to participate but the intent is for them not to donate and to items for the silent auction or to make a donation towards cancer research. Borchardt said she understood where the EDA is coming from, in that, the first two years were building years and for future years, the event should give back to the local community. Pierskalla asked if there was a cause in town the Crawl could donate towards. Prigge said that cancer has been the main cause from the beginning. Pierskalla said the EDA should be focusing the funding request on the event's programming and not who gets the proceeds. Zellner said the focus needs to be on business promotion and building local businesses through marketing. Furrer

rescinded the motion she previously made. A motion was made by Prigge and seconded by Pierskalla to provide \$1,000.00 to the 2014 Lonsdale Crawl. Vote for: Prigge, Zellner, Lieske, Kuchinka, Pierskalla and Daleiden. Against: Furrer Vote 6-1. Motion carried.

b. Update on Intern Data Entry – LOIS System

Erickson said that the vacant properties in town have been uploaded to the LOIS site. He said the last item to do is to upload current pictures of each site. The Board asked if it was worth the \$400.00. Erickson replied yes. Zellner suggested the sites also be put on Loopnet.

c. Discuss Contract with LiveWire Films

Erickson said the contract with LiveWire Films was set to expire and the Board needs to decide how to proceed with video hosting and future videos. Erickson said he did not recommend a retainer fee for future videos and instead recommended a per video fee. Erickson said the proposed fee for the video on the Business Park is \$1,400, future videos would be \$2,800 and the monthly video hosting fee would be \$50. Pierskalla questioned why the EDA would pay \$50 per month for video hosting when sites like YouTube are free. Erickson said the fee is for video hosting on LiveWire's platform, video analytics and for search engine optimization. The Board held general discussion on the video hosting. Prigge said she was okay with the video hosting fee because of the search engine optimization. Zellner asked what the next video will be. Erickson said past discussion had been on PSA's, schools, etc. but it is up to the Board to make that decision. The Board discussed the Business Park video, incorporation of a City app into the video and possibly a "Get to Know Your City" video. A motion was made by Prigge and seconded by Furrer to approve the proposal submitted by LiveWire Films. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: Furrer Vote 7-0. Motion carried. Zellner recommended that two videos per year be done. Prigge said discussion on what the next videos will be should be determined at the next meeting.

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

The Board reviewed the flower planters. The consensus of the Board was that the winner of the contest was Five Star Embroidery.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Funding Request Policy – discussion was held on the funding request policy, specifically what organizations would be funded, how much, what events would be funded and why funds would be provided. Discussion was that the funding focus should be on expenses proposed to be paid from EDA funds and not community building, what is the EDA's role and does the Board want to consider funding requests.

b. Items for the September 18, 2014 Agenda

The Board requested the phone app for the City, future City marketing videos, the Lonsdale 1st Program and broker's for listing the Business Park be added to the September agenda.

8. ADJOURNMENT

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

Against: None Vote 7-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator