

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
SEPTEMBER 19, 2013**

1. CALL TO ORDER

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

MEMBERS PRESENT:

Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden

MEMBERS ABSENT:

Duban

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

Terri McLaughlin, LACC employee and Representatives of The Lonsdale Crawl

2. AGENDA

Lieske 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, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE AUGUST 15, 2013 REGULAR

Lieske asked if there were any additions, deletions or corrections to the minutes. A motion was made by Kuchinka and seconded by Furrer to approve the minutes of the August 15, 2013 regular meeting. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

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

Erickson said August had a beginning balance of \$234,802.60, revenues of \$516.35 and expenses of \$50.85 for an ending balance of \$235,268.10. He said there was one invoice(s) for review and approval. A motion was made by Pierskalla and seconded by Daleiden to approve the August 2013 Treasurer's Report. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

5. OLD BUSINESS

- a. Review of the Economic Development Section of the City's Comprehensive Plan
Erickson presented the final draft of the revised Chapter 6 – Economic Development of the City's Comprehensive Plan. He reviewed: (1) Introduction; (2) Education; (3) Employment; (4) Home Occupations; (5) Regional

Cooperation; (6) Economic Development Authority; (7) Industrial Growth; (8) Downtown Revitalization; (9) Summary of Economic Issues; and (10) Economic Goals and Strategies. The Board reviewed the final draft and had no additional comments.

b. Update on the Main Street Plaza Project

Erickson summarized the project and actions taken to date. He said the Park Board bid the project on August 30, 2013. He said the only bid received was from Common Ground Lawn and Landscape in the amount of \$71,208.00. Erickson said the City Council approved the bid with the addition of the desired water feature at their September 12, 2013 meeting. He said construction will begin in mid-October and will be completed by mid-November. Furrer asked if the west side of the project would be screened. Erickson said he would verify if the west side will be screened or not.

c. Update on the Lonsdale Business Park

Erickson said the City Council awarded the public improvement portion of the project to Heselton Construction at their September 12, 2013 meeting. He said he is finalizing the grant agreement with MN DEED.

d. Discuss Ideas for Marketing Lonsdale/Businesses

Zellner asked if business cards discussed at previous meetings have been ordered. Erickson said no decision was made to do so. Daleiden said that marketing is needed because of how interlinked industrial development is to housing and housing is to increased commercial opportunities. He said the City needs to stay ahead of the competition. Staff was directed to research vendors to create several short marketing videos of Lonsdale.

e. Discuss the EDA's 2014 Budget

Erickson said the Board has reviewed the proposed 2014 budget at the last several meetings. He reviewed the proposed revenues and expenses. The Board provided no additional comments.

6. NEW BUSINESS

a. Consider Approval of a Funding Request in the Amount of \$1,000.00 for the 2013 Lonsdale Crawl

Devin Reyes, Shelly Narum, Michelle Borchardt and Laura Prigge were present to request \$1,000.00 from the EDA for the 2013 Lonsdale Crawl. Reyes summarized last year's event. She said over forty businesses have already shown interest in participating in the 2013 event. Reyes said that New Prague and Northfield do similar events and have thirty and twenty participating businesses respectively. Reyes said the event exposes Lonsdale businesses to customers. Prigge said by supporting the Crawl, the EDA is working towards achieving goals 3, 4 and 5 of the Economic Development chapter of the City's Comprehensive Plan. Furrer asked if businesses would be charged a fee. Reyes said that idea was discussed but in the end, the decision was made to not charge a fee. Prigge said they are recommending that each business provides a \$25.00 silent auction gift.

Reyes said marketing of the EDA can also be accomplished by adding the EDA/City on any advertising done for the event. Zellner said it is a good idea and she like the enthusiasm. Furrer asked if the EDA should fund the request of \$1,000.00. Zellner said the request should be funded at 100% because it is great marketing. A motion was made by Furrer and seconded by Kuchinka to approve funding the 2013 Lonsdale Crawl up to \$1,000.00. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

b. Reschedule the October 17, 2013 Meeting to October 24, 2013

Erickson said he is unable to attend the October 17, 2013 meeting and requested the Board reschedule the meeting for October 24, 2013. A motion was made by Furrer and seconded by Zellner to reschedule the October 17, 2013 meeting to October 24, 2013. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

c. Discuss the 2013 Lonsdale 1st Program

Erickson said enclosed in the packet is the proposed letter to be sent to businesses to participate in the Lonsdale 1st program. He summarized the schedule associated with the program. He said the Board needs to determine the prizes that will be given out. A motion was made by Pierskalla and seconded by Kuchinka to approve the following as prizes for the Lonsdale 1st program:

1. Grand Prize: \$300.00 – Lonsdale Chamber Checks
2. (2) \$100.00: Lonsdale Chamber Checks
3. (4) \$50.00: Lonsdale Chamber Checks

The consensus of the Board was to provide the prizes in small denominations so the prizes can be spent at more than one business if so desired. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

7. OTHER BUSINESS

a. Additional Items to be Discussed

None

b. Items for the October 24, 2013 Agenda

None

8. ADJOURNMENT

A motion was made by Furrer and seconded by Zellner to adjourn the meeting at 8:44 am. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka and Pierskalla. Against: None Vote 6-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator