

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
MARCH 21, 2019**

**1. CALL TO ORDER**

Prigge called the meeting to order at 8:04 am in the City Council Chambers, 415 Central St. W.

**MEMBERS PRESENT:**

E. Daleiden, Pelava, Benninghoff, Prigge, Furrer, Rivers and Daleiden

**MEMBERS ABSENT:**

None

**STAFF PRESENT:**

City Administrator Joel Erickson

**OTHERS PRESENT:**

Liz Templin and Eric King of the U of M Extension Office

**2. AGENDA**

Prigge said the agenda went through 7B and asked if there were any additions, deletions or corrections to the agenda. A motion was made by J. Daleiden and seconded by Benninghoff to approve the agenda as presented. Vote for: E. Daleiden, Pelava, Benninghoff, Prigge, Furrer, Rivers and J. Daleiden; Against: None; Vote 7-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE FEBRUARY 21, 2019 MEETING**

Prigge asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Benninghoff and seconded by Furrer to approve the minutes from the February 21, 2019 meeting. Vote for: E. Daleiden, Pelava, Benninghoff, Prigge, Furrer, Rivers and Daleiden; Against: None; Vote 7-0. Motion carried.

**4. CONSIDER APPROVAL OF THE FEBRUARY 2019 TREASURER'S REPORT AND MONTHLY BILL(S)**

Erickson said February had a beginning balance of \$54,477.52, revenues of \$1,572.60 and expenses of \$1,566.50 for an ending balance of \$54,483.62 between the two accounts. A motion was made by J. Daleiden and seconded by Pelava to approve the February 2019 Treasurer's Reports and bill(s). Vote for: E. Daleiden, Pelava, Benninghoff, Prigge, Furrer, Rivers and J. Daleiden; Against: None; Vote 7-0. Motion carried.

**5. OLD BUSINESS**

a. Update on the Taste of Lonsdale's EDA Revolving Loan Default

Erickson explained the actions taken to date. He said the City Council will be addressing this matter at their April 11, 2019 meeting with the City Attorney. Furrer asked if the City Council or the EDA will take action. Erickson said the City Council. He said if the property is foreclosed on, depending on the auction price, there might not be enough funds available to

repay the entire defaulted amount. The Board held general discussion on the defaulted loan. Rivers said Taste of Lonsdale should be contacting the City to work something out.

b. Marketing Next Steps – TV and Pre-Roll

Erickson said at the last meeting, Jeff Bangs was present to review a proposal for TV commercials and pre-roll advertising. He said he worked with Bangs to include the BBV zone based on EDA discussion, which increased the cost by \$100.00/month. Erickson said the zones include Owatonna, BBV, St. Peter and Mankato. Prigge summarized discussion at the last meeting and said the Board should decide on how to proceed and she recommended moving forward with the marketing. Pelava said he would like to see new construction added to the commercials because other viewing the commercials may not know about the amount of new home construction starts like residents do. Furrer asked if new photos could be added. Prigge said the commercials are being aired in new zones so they will be seeing the video for the first time. J. Daleiden agreed. Prigge said the BBV zone should be included as a way to show pride in Lonsdale. There was general discussion on whether or not to air the commercials in the BBV zone. Erickson said Lonsdale is one of 80 communities in the BBV zone. Rivers asked who is being marketed to. Prigge said the advertising might attract someone not thinking about relocating at this time. Rivers suggested doing the commercials/pre-roll one more time and focus efforts with an actual marketing firm for a strategy. A motion was made by Pelava and seconded by Benninghoff to approve the proposal submitted by Spectrum Reach in the amount of \$1,100.00 per month for six months. Vote for: E. Daleiden, Pelava, Benninghoff, Prigge, Furrer, Rivers and J. Daleiden; Against: None; Vote 7-0. Motion carried.

**6. NEW BUSINESS**

a. Discuss Holding a Business Forum

Erickson said this item was requested to be on the agenda for discussion. He said the Board held Forums in May 2016, November 2016 and November 2017. Furrer asked if anyone received an invitation from KCHK to attend a marketing strategy seminar. No one said they received an invitation. Prigge reviewed the dates of previous Forums and the results of the Survey Monkey survey completed in the spring of 2017. Rivers suggesting merging agenda items 6A and 6B. J. Daleiden asked if the location was part of the reason for low attendance at the last Forum. There was general discussion on why/why not businesses attend the Forums, what businesses have in common and possibly combining this with the BR&E program. The Board agreed that a Forum would be used for the role out of the BR&E initiative.

b. Business Retention & Expansion Program With U of M Extension Office Staff Liz Templin

Liz Templin and Eric King of the U of M Extension Office review the Business Retention & Expansion visit program with the Board. E. Daleiden asked who created the survey to be used with the program. Templin said U of M Extension Office staff created the survey. Templin reviewed her background. Rivers asked for ideas on how to get the number of volunteers needed. Templin said the most important thing is to be honest as to what the expectations are and the amount of time necessary for each volunteer. Furrer agreed and said she is concerned with getting the necessary amount of volunteers. There was general discussion on the importance of following up on ideas, concerns, etc. brought up by businesses at the interviews and questions contained in the survey. Rivers said the survey questions look good and asked the best way to get businesses to answer/take the time to complete it. Erickson recommended the

survey be sent out to businesses prior to the interview. Templin asked the Board who the most influential people/businesses owners are in town because they are good to tap to promote the program. The Board selected members to fill the positions on the Leadership Team and listed names of potential community/area representatives to be on the Task Force and conduct the interviews.

**7. OTHER BUSINESS**

a. Additional Items to be Discussed

Templin said it is important that all businesses are fully aware that they are wanted in the community.

b. Items for the April 18, 2019 Agenda

The Board requested that the Business Retention & Expansion Program be on the agenda.

**8. ADJOURNMENT**

A motion was made by Furrer and seconded by Benninghoff to adjourn the meeting. Vote for: E. Daleiden, Pelava, Benninghoff, Prigge, Furrer, Rivers and J. Daleiden; Against: None; Vote 7-0. Motion carried. The meeting ended at 11:15 am.

Respectfully Submitted:

---

Joel A. Erickson, City Administrator