

**MINUTES
CITY OF LONSDALE
ECOMONIC DEVELOPMENT AUTHORITY MEETING
MARCH 21, 2024**

1. CALL TO ORDER

Prigge called a meeting of the Lonsdale Economic Development Authority to order at 7:01 am.

MEMBERS PRESENT:

Austin, Wermerskirchen, Daleiden, Prigge, Furrer, Simon and Pelava

MEMBERS ABSENT:

None

STAFF PRESENT:

City Administrator Joel Erickson and Community Development Planner Cory Hinz-Ibarra

OTHERS PRESENT:

None

2. AGENDA

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

3. CONSIDER APPROVAL OF THE MINUTES FROM FEBRUARY 15, 2024 MEETING

Prigge asked if there were any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Pelava to approve the minutes from the February 21, 2024 meeting. Vote for: Austin, Wermerskirchen, Daleiden, Prigge, Furrer, Simon and Pelava. Against: None; Vote 7-0. Motion carried.

4. CONSIDER APPROVAL OF THE FEBRUARY 2024 TREASURER'S REPORT AND MONTHLY BILL(S)

Erickson said February had a beginning balance of \$79,952.92, revenues of \$553.56, and expenses of \$842.34 for an ending balance of \$79,664.14 between the two accounts. He said the revenue consisted of monthly payroll journal entries and the last portion of the 2023 property taxes. Erickson said expense(s) included payroll/benefits. He said the expense(s) to be paid in February consisted of legal expenses. A motion was made by Simon and seconded by Daleiden to approve the February 2024 Treasurer's Report and monthly bill(s). Vote for: Austin, Wermerskirchen, Daleiden, Prigge, Furrer, Simon and Pelava. Against: None; Vote 7-0. Motion carried.

5. OLD BUSINESS

- a. Update on the EDA's 2023 Small Cities Development Program Grant
Erickson said since the last meeting, the State Historical Preservation Office (SHPO) completed their preliminary review of the project and said it was ready to be submitted to MN DEED for final review and approval. He said staff has been working with the Rice County HRA on marketing materials. Prigge asked if the grant was for fifteen homes to be rehabilitated. Erickson said yes and since the application was submitted, there has been more interest in the program and when residents call, he gets their contact information.
- b. Update on the Marketing Videos
Erickson said he met with Tim Mart of APG yesterday to review the marketing campaign information. He reviewed the number of impressions delivered, clicks, click rate and the target area. Erickson said the results for completion rate for pre-roll and clicks throughs for OTT are both well above the national average and APG is satisfied with the results.
- c. Discuss the Quarterly Lunch & Learn Events
Erickson said the Lunch & Learn has been scheduled for March 27th and the topics will be SMIF, the Rice County SBDC and SCORE. He said three businesses have RSVPed for the event. He said he contacted presenters on financial assistance and labor law. Erickson said the financial assistance presenters responded first so he scheduled them. He said he spoke to MN DOLI and they agreed to present on labor laws such as ESST, wage theft and the 2025 state managed "sick" time program at the June 18th event. The Board discussed future topics such a energy savings and child care.
- d. Update on the City's Website
Erickson said staff has been told that it will be 4-5 weeks before Catalis begins working on the City's website. The Board discussed conducting a photo contest to gather photos of Lonsdale for the website.
- e. Update on the City's MN DEED Minnesota Investment Fund (MIF) Application and Support for a Job Creation Fund (JCF) Application – Minnesota Millworks & Fixtures
Erickson said the City Council held the required public hearing to allow for citizen notification and participation in the application process. Erickson said Randall Rivers, owner/CEO of Minnesota Millwork & Fixtures (MM&F) gave a presentation on the company's history, financial projections and project summary. He said the EDA will receive 40%, up to \$100,000 in loan repayment payments to be allocated to the EDA's Revolving Loan Fund. Prigge said she was at the City Council meeting and this project is exciting. The Board held general discussion on the project and application. Erickson said due to not all of the application documents being received, the public hearing was continued to the March 28, 2024 City Council meeting.

6. NEW BUSINESS

a. Discuss Contracting With a Real Estate Broker to Sell Land in the Lonsdale Business Park

Eathan Finger and Scott Jackelen of Obsidian Group introduced themselves and said there were present to discuss with the Board options for listing City properties in the Business Park and other locations for sale. They said they are familiar with Lonsdale and have worked in the area before. They said they are currently working on a 100,000 sq. ft. building expansion in Farmington. They said they are a resource for selling land and intend to market City properties via email blasts. They said they are paid on a commission basis. They said they have many contacts and assist with planning and design. They said they have participated in residential projects consisting of single family, twin homes and rentals. They said they own a building near the intersection of Cedar Ave and County Road 42. Prigge asked what makes them different from other brokers. Jackelen said others put up a sign and wait, where they do much more marketing via email blasts, etc. He said they would connect with the City and determine the desired businesses to market and go from there. Jackelen said they interact much more with potential businesses. Prigge asked what the next step is. Finger said the next step is to enter into a listing agreement. He said they would attend EDA meetings and create a portfolio of City properties for sale. Pelava asked if the former PD building would be listed. Erickson said that would be up to the City Council. Wermerskirchen asked if the EDA or City Council would enter into the agreement. Erickson said the past, the EDA has entered into the agreement. Prigge said the benefits to Obsidian are they are small but have a large network and the cons would be if the City sells the land, Obsidian would be compensated. The Board held general discussion on whether or not to enter into an agreement with Obsidian to sell City owned properties. A motion was made by Simon and seconded by Pelava to request a proposal from Obsidian to sell properties owned by the City. Vote for: Austin, Daleiden, Prigge, Furrer, Simon and Pelava. Against: None. Abstained: Wermerskirchen; Vote 6-0-1. Motion carried.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Simon said she spoke to Brenda Hergenroder regarding a new location for the Farmer's Market. Wermerskirchen said the Farmer's Market is looking to get Railway St. NW between Main St. N. and the alley west of Main St. N. closed for their events. Simon said the Board had discussed purchasing banners for the Farmer's Market to increase awareness. The Board held general discussion on increased exposure, marketing and a long-term location.

b. Items for the April 18, 2024 Agenda

Prigge, Daleiden and Pelava said they would not be at the April meeting. The Board requested that the land broker agreement, Lunch & Learn discussion, marketing videos and update on the SCDP be on the agenda for discussion. Wermerskirchen suggested waiting to determine upcoming Lunch & Learn topics until closer to the date.

8. ADJOURNMENT

A motion was made by Daleiden and seconded by Wermerskirchen to adjourn the meeting. Vote for: Austin, Wermerskirchen, Daleiden, Prigge, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried. The meeting ended at 8:26 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator