

**MINUTES
CITY OF LONSDALE
ECOMONIC DEVELOPMENT AUTHORITY MEETING
JULY 18, 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, Simon and Pelava

MEMBERS ABSENT:

Furrer

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 Simon and seconded by Pelava to approve the agenda as presented. Vote for: Austin, Wermerskirchen, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

3. CONSIDER APPROVAL OF THE MINUTES FROM JUNE 20, 2024 MEETING

Prigge asked if there were any additions, deletions or corrections to the minutes. A motion was made by Simon and seconded by Pelava to approve the minutes from the June 20, 2024 meeting. Vote for: Austin, Wermerskirchen, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

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

Erickson said June had a beginning balance of \$74,913.46, revenues of \$18,643.87, and expenses of \$936.28 for an ending balance of \$92,621.05 between the two accounts. He said the revenue consisted of 70% of the first half of the property tax levy and The Pet Stop Vet Clinic's monthly revolving loan fund payment. Erickson said expense(s) included payroll/benefits and sponsorship of the June LACC Networking event. He said the expense(s) to be paid in July consist of digital marketing. A motion was made by Daleiden and seconded by Austin to approve the June 2024 Treasurer's Report and monthly bill(s). Vote for: Austin, Wermerskirchen, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

5. OLD BUSINESS

a. Update on the EDA's Small Cities Development Program Grant

Erickson said as of the end of June, five residents have submitted applications and seem to qualify for the grant program. Pelava asked how many applicants there can be. Erickson replied 15. Austin asked if more advertising needs to be done. Erickson said yes. He said he will be working with Rice County on qualifying contractors for the program.

b. Discuss the EDA's 2025 EDA Preliminary Budget

Erickson reviewed the budget discussions made to date. He said the main items that needs to be decided on are marketing and BRE initiatives. Simon suggested discussing marketing at a later date because APG and Westbrack Marketing will be discussed later in the meeting.

6. NEW BUSINESS

a. Review the APG Digital Marketing Campaign

Erickson reviewed the numbers provided by APG. Prigge asked what will be marketed because the City does not have any more land to sell and there are not that many residential lots remaining to be built on. Pelava suggested keeping the program going because the City is talking to developers and the sale of the lot in the Business Park is not final. Austin asked when the land sale is to close. Erickson said in early October.

b. Discuss Contracting With Westbrack Marketing to Promote Lonsdale Via Social Media

Hinz-Ibarra introduced Holly Sobrack with Westbrack Marketing to discuss other options pertaining to social media. Sobrack introduced herself, summarized her experience and graphics background. She said she has worked with companies such as the Channel Inn, in Morristown to JC Penny's and everyone in between. Sobrack said she would have a three-month schedule established. She said Facebook ads are a cheap option for marketing. Sobrack said knowing where your customer is on social media is important. She suggested the EDA use social media, provide links to job posting sites and use the City's YouTube channel more than just for posting Council meetings. Sobrack said a quarterly newsletter could be done for starting around \$450.00 per quarter. Prigge said she likes the ideas presented. Simon said the EDA should focus on what we currently have and do more for them. Sobrack said a Facebook business page could be set up, which she could assist with. A motion was made by Wermerskirchen and seconded by Daleiden to request a proposal from Westbrack marketing to include creating/managing Google, Facebook and YouTube. Vote for: Austin, Wermerskirchen, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

The Board held general discussion on Main St. building being sold and new businesses moving into them.

Simon said marketing should continue in some form. The Board discussed the amount of staff time that will be involved and that the proposal from Westbrack should account for “extras” just in case. The proposal received from Westbrack Marketing will be presented at the August meeting for review and consideration. Simon asked what the Board’s thoughts were regarding APG. The consensus of the Board was to continue with APG until the August meeting, when Tim Mart of APG will be at the meeting and continue the marketing campaign until Westbrack Marketing is in place.

- c. Consider Approval of Resolution 2024-01, a Resolution Establishing Fund 208 – Revolving Loan Program Fund and Transferring \$50,000.00 from the EDA Fund (210) to the EDA Revolving Loan Program Fund (208)

Erickson said the Board has discussed this at the last several meetings. He said for the Fund to be created and for the transfer to happen, Resolution 2024-01 needs to be approved. A motion was made by Wermerskirchen and seconded by Pelava to approve Resolution 2024-01. Wermerskirchen asked if creating the Fund needed to be reported to the State. Erickson said no because the MIF application has not been submitted.

7. OTHER BUSINESS

- a. Additional Items to be Discussed

The Board discussed the Welcome Service provided to new residents. Daleiden asked if Kwik Trip was coming to town. Erickson said the City has met with and is having discussions with Kwik Trip about coming to town but nothing is final.

- b. Items for the August 15, 2024 Agenda

The Board requested the 2025 budget, marketing and the September 17th Lunch & Learn event be on the August 15, 2024 agenda.

Simon asked if the EDA participated or should participate in Community Day. Pelava said the City pays for the porta-potties for the event.

Wermerskirchen asked for an update on the mass notification system. Hinz-Ibarra provided an update on the mass notification system and website.

8. ADJOURNMENT

A motion was made by Daleiden and seconded by Pelava to adjourn the meeting. Vote for: Austin, Wermerskirchen, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried. The meeting ended at 8:11 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator