

**MINUTES
CITY OF LONSDALE
ECOMONIC DEVELOPMENT AUTHORITY MEETING
AUGUST 15, 2024**

1. CALL TO ORDER

Prigge called a meeting of the Lonsdale Economic Development Authority to order at 7:00 am.

MEMBERS PRESENT:

Austin, Daleiden, Prigge, Furrer, Simon and Pelava

MEMBERS ABSENT:

Wermerskirchen

STAFF PRESENT:

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

OTHERS PRESENT:

Tim Mart of APG and Holly Sobrack of Westbrack Marketing

2. AGENDA

Prigge asked if there were any additions, deletions or corrections to the agenda. A motion was made by Pelava and seconded by Austin to approve the agenda as presented. Vote for: Austin, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

3. CONSIDER APPROVAL OF THE MINUTES FROM JULY 18, 2024 MEETING

Prigge asked if there were any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Furrer to approve the minutes from the July 18, 2024 meeting. Vote for: Austin, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

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

Erickson said July had a beginning balance of \$92,596.47, revenues of \$115,314.64, and expenses of \$53,287.35 for an ending balance of \$154,623.76 between the three accounts. He said the revenue consisted of 30% of the first half of the property tax levy, The Pet Stop Vet Clinic's monthly revolving loan fund payment and a SCDG reimbursement. Erickson said expense(s) included payroll/benefits and the May/June expenses for digital marketing. He said the expense(s) to be paid in August consisted of July digital marketing. A motion was made by Simon and seconded by Daleiden to approve the July 2024 Treasurer's Report and monthly bill(s). Vote for: Austin, 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 four residents have qualified for the program. He said there is funding for up to fifteen projects. Erickson said he sent a letter to contractors for them to fill out and qualify to work on projects but has not received any back. He said he needs to find a certified lead inspector to conduct assessments and certifications because the City's Building Official said he would take the training but did not.

b. Review the APG Digital Marketing Campaign

Tim Mart of APG reviewed the numbers for the last month. He said all results are above the national average, which is good. Mart said with the last lot sold in the Business Park, the EDA could pivot to a different market. Prigge asked what he was recommending. Mart said there are four months remaining so there is still time for an effective campaign. Pelava asked if additional production needed to pivot. Mart said we have good videos and the campaign could use banner ads to attract residential development, market upcoming events and/or use them on streaming audio. He said the turnaround would be a couple of days. Prigge suggested marketing Lonsdale's assets in the videos. Mart said the videos are good and could be used for a streaming ad. Prigge asked if Mart works with other cities. Mart said he does not but APG does with their national presence and general branding. Prigge suggested pivoting to residential. Pelava said the number of lots is limited. Hinz-Ibarra said he has issued sixteen new home permits and the remaining lots are undesirable. Austin said there is property for sale on the north side of town for residential development. Prigge asked what spin would be included in the marketing campaign. Mart said it would be general information. Pelava asked if the campaign could be paused and restarted in several months. Mart said that could be done or the campaign pivots to a different market. Furrer said a pause might be good. Prigge asked if the creative aspect of a new campaign could be done and then a decision be made. Mart said that could be done and the target area widened. Mart said he would just need an email from Erickson requesting the pause.

Prigge reviewed past marketing campaigns and suggested the EDA see what Mart comes up with. Simon said she thought the campaign was done. Furrer suggesting checking on cancelling the agreement. Austin said he liked Mart's idea and options. The Board held general discussion on the marketing campaign. A motion was made by Daleiden and seconded by Pelava to continue the marketing campaign for August and pause for September to review campaign ideas. Simon said the City does not have any lots for new homes. Erickson said there are not many residential lots available but there is land owned by others that can be built on. Pelava said the City will have the current City Hall building and has the old PD for sale. Vote for: Austin, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

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

Sobrack reviewed her proposal and videos. Prigge asked if the posts would be shared with Lonsdale Happenings. Sobrack said she would join the group to be able to post on the site. Sobrack said she does not have a contract and when the EDA does not want to work with her anymore, the partnership would end at that time. Prigge said she did not think any rebranding needed to be done because of the new website. Furrer asked if this would be a typical Facebook page. Sobrack said it would be a business page, with her and City staff responding to posts. She said she would work with staff on content, etc. The Board held general discussion on the process of blocking people and responding to all comments. Prigge said she likes option 2 with no video. Erickson said the page should be used to promote the City and shared the following examples: show the new plow truck, liquor store, getting the ice rink ready, the booster station project, Lonsdale 1st, Frosty Fest, etc. A motion was made by Daleiden and seconded by Austin partner with Westbrack Marketing beginning in October with the video option. Vote for: Austin, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

A motion was made by Daleiden and seconded by Pelava to rescind her motion regarding pausing AGP the month of September and end the partnership with them. Vote for: Austin, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

d. Consider Approval of the EDA's 2025 EDA Preliminary Budget

Erickson reviewed the proposed 2025 budget and said the last item to be decided on is marketing, which was discussed earlier in the meeting. He said he proposed \$7,500 for both marketing and B.R.E. initiatives. He questioned funding contributions to other organizations. The consensus of the Board was to keep making the contributions. A motion was made by Simon and seconded by Pelava to recommend approval of the EDA's proposed preliminary 2025 budget. Vote for: Austin, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

6. NEW BUSINESS

- a. Update on the September 17, 2024 Lunch & Learn Event
Erickson provided an update on the event.

7. OTHER BUSINESS

- a. Additional Items to be Discussed
Pelava said the Kalina Park Disc Golf Course grand opening was scheduled for August 27, 2024 a 6:00 pm. Furrer said the Scattercat Deli grand opening was scheduled for August 30th at 11:00 am.

b. Items for the September 19, 2024 Agenda

The Board did not request any specific items be on the September 19, 2024 agenda.

8. ADJOURNMENT

A motion was made by Simon and seconded by Furrer to adjourn the meeting. Vote for: Austin, Daleiden, Prigge, Simon and Pelava. Against: None; Vote 6-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator