

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
SEPTEMBER 17, 2020**

1. CALL TO ORDER

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

MEMBERS PRESENT:

Rasmussen, Daleiden, Pelava, Prigge, Furrer and Rivers

MEMBERS ABSENT:

Benninghoff

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

None

2. AGENDA

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

3. APPROVAL OF THE MINUTES FROM THE AUGUST 20, 2020 MEETING

Prigge asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Furrer and seconded by Pelava to approve the minutes from the August 20, 2020 meeting. Vote for: Rasmussen, Daleiden, Pelava, Prigge, Furrer and Rivers; Against: None; Vote 6-0. Motion carried.

4. CONSIDER APPROVAL OF THE AUGUST 2020 TREASURER'S REPORT AND MONTHLY BILL(S)

Erickson said August had a beginning balance of \$131,905.16, revenues of \$246,056.25 and expenses of \$27,255.74 for an ending balance of \$350,705.67 between the two accounts. Erickson said shortly after the last EDA meeting, the LACC sent out registration/sponsorship information for their Street Fair, which replaces the Showcase typically held in early March. He said he signed the EDA up to be a sponsor in the amount of \$300.00, which is the same as the Showcase, which the EDA was a sponsor of in the past. Furrer asked if the \$300.00 can be approved by staff. Erickson responded yes. A motion was made by Rivers and seconded by Furrer to approve the August 2020 Treasurer's Report, bill(s) and LACC Street Fair sponsorship.

5. OLD BUSINESS

a. Update on Digital Display Ads and Streaming Marketing

Erickson reviewed the number of delivered impressions and videos watched, the map showing the location of the “targeted” marketing area and the map showing where the impressions are being delivered. Pelava questioned how many more people are watching the impressions and videos due to COVID-19 because there are less things to do. Rivers asked if there is a map showing where the videos are being watched. Erickson said the map included only shows where the impressions are being delivered and not watched. Rasmussen said it would be nice to have a map showing where the videos are being watched.

b. Update on the Business Retention & Expansion Program

Prigge reviewed the Leadership Team/Extension staff meeting held on August 20th. She said the volunteers will be sent an email asking if they are still interested in volunteering and that interviews need to be completed by mid-October.

c. Consider Approval of the EDA’s Preliminary 2021 Budget

Erickson reviewed the budget process and discussion held at prior EDA meetings. He reviewed the proposed revenues and expenditures. Rivers said it seems marketing is the main priority of the EDA in 2021 with approximately 70% of the budget proposed to be spent on marketing. Erickson said yes, potentially. Rivers asked what the EDA will get out of it and that the funds are better spent in town. He asked Erickson to elaborate on the recommendation to not renew his EDAM membership. Erickson said he did not do much networking with the group and that he did not agree with the direction EDAM is going. Prigge said discussion was held at the last meeting on a billboard and the City/EDA website. Pelava said the billboard would be located in the wrong location because it should be located at a different location than on Highway 19. Daleiden agreed the proposed location is not the right location. Rivers said the billboard should not be pursued and the funds be spent on other types of marketing. Furrer said the EDA should finish the B.R.&E. program. A motion was made by Pelava and seconded by Rivers to not pursue a billboard at the intersection of Highway 19 and County Road 46. Vote for: Rasmussen, Daleiden, Pelava, Prigge, Furrer and Rivers; Against: None; Vote 6-0. Motion carried.

The Board held general discussion on revenues, budget timeliness and what will happen if the need arises and additional funds are needed by the EDA. Rasmussen said he agreed with Rivers that no more than 50% of the EDA’s fund balance should be spent. There was discussion on keeping funds available for initiatives that come out of the B.R.&E. program and what the reaction of the City Council would be if the EDA requested funding for a project during 2021. Pelava reviewed the City’s property tax levy and the additional revenue it will generate based on valuation increases. Rasmussen said the Board should wait on any B.R.&E. expenses until the initiatives have been determined and the EDA should maintain a fund balance. A motion was made by Daleiden and seconded by Pelava to approve the EDA’s proposed 2021 Preliminary Budget. Rivers stated the record should show the EDA’s priorities of marketing and B.R.&E. initiatives, that general discussion was held on all the budget items and it is based on the fact the

City Council will financially support the EDA if needed. Vote for: Rasmussen, Daleiden, Pelava, Prigge, Furrer and Rivers; Against: None; Vote 6-0. Motion carried.

- e. Discuss Billboard Advertising at Highway 19 and County Road 46 (Flying J)
This agenda item was discussed with the Preliminary 2021 budget.

6. NEW BUSINESS

- a. None

7. OTHER BUSINESS

- a. Additional Items to be Discussed

The Board held general discussion on COVID-19/CARES funding, the process used to notify businesses, residents and non-profits about the available funding and allowable uses.

- b. Items for the October 15, 2020 Agenda

The Board requested the following items on the October agenda: (1) Business Retention & Expansion Program Update

8. ADJOURNMENT

A motion was made by Furrer and seconded by Daleiden to adjourn the meeting. Vote for: Rasmussen, Daleiden, Pelava, Prigge, Furrer and Rivers; Against: None; Vote 4-0. Motion carried.

The meeting ended at 8:08 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator