

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
JANUARY 21, 2021**

1. CALL TO ORDER

Prigge called the meeting of the Lonsdale Economic Development Authority to order at 7:06 am.

MEMBERS PRESENT:

Daleiden, Prigge, Furrer, Simon and Pelava

MEMBERS ABSENT:

Benninghoff and Rasmussen

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

3. APPROVAL OF THE MINUTES FROM THE DECEMBER 17, 2020 MEETING

Prigge asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Furrer to approve the minutes from the December 17, 2020 meeting. Vote for: Daleiden, Prigge, Furrer, Simon and Pelava; Against: None; Vote 6-0. Motion carried.

4. CONSIDER APPROVAL OF THE JANUARY 2021 TREASURER'S REPORT AND MONTHLY BILL(S)

Erickson said January had a beginning balance of \$274,211.47, revenues of \$552.08 and expenses of \$2,182.87 for an ending balance of \$272,580.68 between the two accounts. He said the revenue was for The Pet Stop Vet Clinic loan payment and expenses included payroll and Spectrum Reach. Erickson said that Lonsdale Hardware and Rental has paid both of their loans off early. A motion was made by Furrer and seconded by Daleiden to approve the January 2021 Treasurer's Report and monthly bills. Vote for: Rasmussen, Daleiden, Prigge, Furrer, Simon and Pelava; Against: None; Vote 6-0. Motion carried.

5. OLD BUSINESS

- a. Update on the Business Retention & Expansion Program
Erickson reviewed the survey results, the strategies (Business Support, Workforce Strategies, Community Identity and Availability/Cost of Land) and possible projects to improve economic development in Lonsdale. Prigge said the Board should review the information more in depth at the March meeting.

- b. Discuss Economic Development with the Lonsdale Area Chamber of Commerce and the “Old Town Lonsdale” Group
Erickson said it was decided at the January meeting to invite the LACC and Old Town Lonsdale group to the meeting to discuss what can be in the short term to increase economic development until the EDA holds its BR&E retreat in July. Erickson reviewed things that have been done over the years including but not limited to Lonsdale first!, various “Lunch and Learns” hosted by the LACC, façade rehabilitation grant program, CARES, etc. Gutzke-Kupp said she found it interesting so many businesses what more information on utility rebates and suggested an informational meeting be held where Xcel, Steele Waseca Cooperative Electric and Minnesota Valley Electric are present to go over and answer questions on the rebate programs they respectively provide. Kreuser suggesting have Bevcomm give a presentation on cyber-security, similar to the one she attended at the New Prague Rotary Club. Prigge asked what could be done better together versus individually?

6. NEW BUSINESS

- a. Discuss Digital Marketing Proposals

7. OTHER BUSINESS

- a. Additional Items to be Discussed
Simon suggested the City and/or EDA request proposals from companies that provide attraction amenities such as miniature golf, etc. that would make Lonsdale a destination point to bring more people to Lonsdale.

- b. Items for the March 18, 2021 Agenda
The Board requested the following item(s) on the March agenda: (1) Business Retention & Expansion Program Update

8. ADJOURNMENT

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

The meeting ended at 8:55 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator