

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
OCTOBER 15, 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 Pelava and seconded by Daleiden 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 SEPTEMBER 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 September 17, 2020 meeting. Vote for: Rasmussen, Daleiden, Pelava, Prigge, Furrer and Rivers; Against: None; Vote 6-0. Motion carried.

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

Erickson said September had a beginning balance of \$350,705.67, revenues of \$1,056.25 and expenses of \$23,687.67 for an ending balance of \$328,074.25 between the two accounts. A motion was made by Rivers and seconded by Pelava to approve the September 2020 Treasurer's Report and monthly bills.

**5. OLD BUSINESS**

a. Update on Digital Display Ads and Streaming Marketing

Erickson reviewed the number of impressions delivered through the display ads and pre-roll advertising, the completion rate and resulting website visits. Prigge said the numbers are good and exciting. Pelava said it is interesting to see that Forbes.com is where the

most website visits came from. The Board discussed changing some of the focus to Owatonna and no longer Eagan/Bloomington.

b. Update on the Business Retention & Expansion Program

Erickson said Benninghoff sent out an update email on the BR&E program that said the next steps are: (1) U of M Extension will review the survey results; (2) a date needs to be selected for a virtual research review session to review the preliminary results; (3) the Task Force will meet shortly after the preliminary review; and (4) a date for the retreat needs to be selected. Prigge said the surveys are wrapping up and for the Board to check their emails for a tentative schedule. Rasmussen said he would reach out to businesses to complete the on-line survey. Prigge said she would follow up with Rasmussen.

**6. NEW BUSINESS**

a. Review EDA Website

Erickson said staff has been working to update the City's website, specifically, the EDA pages. The Board reviewed each of the EDA's webpages. Prigge said other city website are cleaner than Lonsdale's. The Board held general discussion on the website, that the content looks good but said they would look at other cities websites for ideas.

b. Discuss 2021 Goals

Prigge said the goals listed in the City's Comprehensive Plan look good and it is more so how they get accomplished. Furrer agreed and said it is the strategies, not so much the goals. Erickson said he would like a decision on goals/strategies so the EDA can hit the ground running on January 1, 2021. Pelava asked what specific strategies should be considered. Erickson said strategies such as another Façade Rehabilitation Grant program for example. He said a decision should be made soon so it can be rolled out in the spring for summer construction and not in October of 2021. Rasmussen asked if there is a specific number of goals/strategies needed. Prigge said no and marketing is being done heavily now, which is good. The Board agreed to keep the goals the same and review the strategies after the BR&E retreat.

Erickson provided an update on Lonsdale's CARES Act program.

**7. OTHER BUSINESS**

a. Additional Items to be Discussed

None

b. Items for the November 19, 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 Pelava and seconded by Daleiden to adjourn the meeting. Vote for: Rasmussen, Daleiden, Pelava, Prigge, Furrer and Rivers; Against: None; Vote 6-0. Motion carried.

The meeting ended at 8:21 am.

Respectfully Submitted:

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Joel A. Erickson, City Administrator