

**MINUTES
CITY OF LONSDALE
ECOMONIC DEVELOPMENT AUTHORITY MEETING
OCTOBER 17, 2024**

1. CALL TO ORDER

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

MEMBERS PRESENT:

Austin, Daleiden, Furrer, Simon and Pelava

MEMBERS ABSENT:

Wermerskirchen and Prigge

STAFF PRESENT:

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

OTHERS PRESENT:

Holly Sobrack

2. AGENDA

Daleiden asked if there were any additions, deletions or corrections to the agenda. Erickson requested that “Consider approval to be a sponsor of the Chamber’s Frosty Fest” be added to the agenda. A motion was made by Pelava and seconded by Austin to approve the agenda with the requested addition. Vote for: Austin, Daleiden, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried.

3. CONSIDER APPROVAL OF THE MINUTES FROM SEPTEMBER 19, 2024 MEETING

Daleiden asked if there were any additions, deletions or corrections to the minutes. A motion was made by Furrer and seconded by Pelava to approve the minutes from the September 19, 2024 meeting. Vote for: Austin, Daleiden, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried.

4. CONSIDER APPROVAL OF THE SEPTEMBER 2024 TREASURER’S REPORT AND MONTHLY BILL(S)

Erickson said September had a beginning balance of \$95,844.50, revenues of \$2,304.16, and expenses of \$3,800.52 for an ending balance of \$94,348.14 between the three accounts. He said the revenues consisted of The Pet Stop Vet Clinic’s monthly revolving loan fund payments. He said expense(s) included payroll/benefits and the August digital marketing expenses. Erickson said the expense(s) to be paid in October is postage. A motion was made by Simon and seconded by Austin to approve the September 2024 Treasurer’s Report and monthly bill(s). Vote for: Austin, Daleiden, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried.

5. OLD BUSINESS

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

Erickson provided an update on the grant and applicants to date. He said there are four approved projects, which have been evaluated for needed improvements and ready to get tested for lead based paint. There was discussion on process and to make sure everyone has a clear understanding of the program.

6. NEW BUSINESS

a. Social Media Marketing Update - Review the December Marketing Calendar and Discuss the Discuss Marketing Objectives

Hinz-Ibarra said that Holly Sobrack of Westbrack Marketing was present to review the marketing campaign. He said statistics from Google Analytics will be discussed. Sobrack reviewed the views per page, the home page and said the City's website has a powerful search engine. Sobrack said a lot of views came from Minneapolis/St. Paul. Pelava said maybe the views from other countries are from when residents are traveling and view the website. Sobrack said during different times of the year, the view per page will change. She said that "Stickiness" means how long a viewer stays on a page. Hinz-Ibarra said the City's Facebook site is up and running. He commented on the pages that the City has liked. Furrer suggested liking the Lonsdale Area News Review's page. Hinz-Ibarra said the City's You Tube page has more than just Council meetings on it now with the addition of the Liquor Store video and soon to come Parks videos. He reviewed the October and proposed November calendars. The Board held general discussion on the Lonsdale 1st Program, since the Chamber is not doing it this year. Simon asked about creating a list of benches that the donation plaques have fallen off of. Hinz-Ibarra said that would be great if Simon could provide a list.

b. Consider Approval to be a Sponsor of the Lonsdale Chamber's Frosty Fest

Erickson said he received the sponsorship information from the Chamber earlier in the week. He said he spoke to Gutke-Kupp and a Wagon is still available to be sponsored. Erickson said this is a budgeted expense. A motion was made by Simon and seconded by Austin to approve sponsoring a horse drawn wagon in the amount of \$500.00 for Frosty Fest. Vote for: Austin, Daleiden, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried.

7. OTHER BUSINESS

a. Additional Items to be Discussed

The Board held discussion on main floors in Main St. businesses being vacant and how that affects residential uses on the second floor. Erickson said the ordinance requires that buildings have a business on the main floor and if after six months there is no business, the owner can no longer have residential uses on the second floor. Erickson questioned if the City was prepared to evict tenants in these situations. It was suggested that the ordinance be revisited.

Simon asked when the Mexican restaurant will be opening. She said she thought it would be open by now. Hinz-Ibarra said he has met with the owner but did not have an update.

b. Items for the November 21, 2024 Agenda

The Board did not request any specific items be on the November 21, 2024 agenda.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Pelava to adjourn the meeting. Vote for: Austin, Daleiden, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried. The meeting ended at 7:48 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator