

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
OCTOBER 20, 2016**

1. CALL TO ORDER

Ruppert called the meeting to order at 7:01 am in the City Council Chambers, 415 Central St. W.

MEMBERS PRESENT:

Duban, Prigge, Zellner, Ruppert, Furrer, Rivers and Daleiden

MEMBERS ABSENT:

None

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

None

2. AGENDA

Ruppert said the agenda went through 7B and asked if there were any additions, deletions or corrections to the agenda. A motion was made by Furrer and seconded by Duban to approve the agenda as presented. Vote for: Duban, Prigge, Zellner, Ruppert, Furrer, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE SEPTEMBER 15, 2016
REGULAR MEETING**

Ruppert asked if there were any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Rivers to approve the minutes of the September 15, 2016 regular meeting. Vote for: Duban, Prigge, Zellner, Ruppert, Furrer, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.

**4. CONSIDER APPROVAL OF THE SEPTEMBER 2016 TREASURER'S
REPORT AND MONTHLY BILL(S)**

Erickson said September had a beginning balance of \$144,958.73, revenues of \$516.35 and expenses of \$611.89 for an ending balance of \$144,863.19. He said as of now, there are no bills to be paid in October. Ruppert asked if anyone had any questions. Furrer asked if the legal invoice for September related to the grant programs. Erickson said he believed it related to the RLF associated with the Veterinarian Clinic. A motion was made by Daleiden and seconded by Duban to approve the September 2016 Treasurer's Report and monthly bill(s). Vote for: Duban, Prigge, Zellner, Ruppert, Furrer, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.

5. OLD BUSINESS

a. Update on the Small Cities Development Program Grant Awarded to 127 1st Ave SE

Erickson said he spoke to the bank regarding compensation for the SCDP Grant provided in 2009. He said he was told that based on the agreed purchase price via a short sale, the EDA would not be provided any compensation. Furrer asked the amount of the grant. Erickson said around \$24,000 was awarded in 2009 but based on past repayment practices, the repayment would be approximately \$9,000. Erickson said the funds were not initially provided by the City. Furrer said it is not a loss but not a gain. Erickson agreed.

b. Discuss the November 1, 2016 Business Forum

The Board reviewed the proposed presentation for the Forum. Discussion focused on increased dialog between the EDA and businesses during the Forum, obtaining feedback on financial incentive programs and marketing strategies. Erickson asked with the EDA's current fund balance, if the grant programs will continue in 2017. Rivers suggested that the businesses present at the forum be asked if they should continue. The Board agreed that social hour would be between 5:00 and 5:30, the presentation between 5:30 and 6:00 and networking for the remainder of the Forum.

The Board discussed obtaining a banner / sign that can be used for projects such as the Pet Shop Veterinary Clinic's new building construction and 108 Main St. N. façade improvements to inform residents that the EDA is a partner in these projects.

6. NEW BUSINESS

a. Consider Approval to Extend the Completion Date to June 1, 2017 for the EDA Rehabilitation Grant Awarded to 108 Railway St. NW

Erickson said he met with Zabinski regarding the approved grant project and he requested a time extension because it is getting late in the construction season and the contractor is extremely back up. Erickson said with only two applications submitted and approved, he recommended an extension until June 1, 2017. He said in speaking with Zabinski, he expects the work to be done in later winter/early spring. A motion was made by Prigge and seconded by Daleiden to extend the completion date for Zabinski's grant project completion date to June 1, 2017. Vote for: Duban, Prigge, Zellner, Ruppert, Furrer, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.

b. Discuss Location and LED Reader Board Sign

Erickson said at the last meeting, this was discussed as a way to increase marketing for civic organizations and the business community. He said he has spoken to several sign companies and the cost is estimated to be not less than \$40,000. He said for the project to proceed to get an exact quote, the Board needs to decide on a location or two, the type of base the sign will sit on and the size. Furrer asked if there would be one sign or two. Erickson said it would be one double sided sign. Rivers asked if the funds would come from the EDA.

Erickson said as of now, the EDA would fund the sign. Rivers said the sign seems to be more of a City project than an EDA project and questioned if the City Council's vision was the same as the EDA's and if a meeting of the City Council and EDA should happen. Rivers said in the sense of needs, wants and musts, the sign seems to be a want. There was general discussion on needs, wants and musts pertaining to economic development. Ruppert said there needs to be a plan to present to the City Council anytime additional funds are requested. Rivers said it was a good idea to create a financial plan for the next twelve months. Erickson said any presentation to the City Council needs to include what they want, which are jobs and an increased tax base. Prigge said the EDA is creating an environment/atmosphere that is conducive for business expansion. Ruppert recommended the sign be pursued to the next step and a quote obtained so the cost of the sign is known. He said the sign is an indirect avenue for marketing and used the example of a motorist from another community seeing an ad for a fish fry and coming back for the event and realizing what a great community Lonsdale is. Zellner said a vision is needed. Ruppert said the sign will help build a sense of community by promoting events in both school districts, given Lonsdale is a split school district. The Board decided to table a decision on the sign until businesses could be asked what they thought about it at the Forum.

c. Potential 2018 Streetscape Project Associated With the Area No. 5 – Phase 4 Street and Utility Improvement Project

Erickson said this was briefly discussed at the last meeting and requested to be on the agenda this month. He provided the history of the initial 2007 proposal and updated 2013 proposal. He said a plan should be in place by this time next year because planning will be starting on Phase 4 of the Area No. 5 Project, which includes Main St. He said based on the last two times this was discussed, the improvements need to be simple. The Board discussed the streetscape and questioned if it was the EDA's role to spearhead the project. Erickson said he brought it to the EDA because they lead the last two initiatives and he is looking for an Advisory Board to take the lead, help build support and assist in discussions with downtown businesses. There was discussion on bringing this up at the Forum for input. Erickson said he preferred to not talk about it at the Forum because the streetscape has not been presented to the City Council for inclusion in the street project and he wants support from the City Council prior to presenting it to the public.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Ruppert asked if there were any additional items to discuss. He asked for an update on the lot sale to Dispatch Trucking. Erickson said the purchase agreement is signed and staff is about 85% complete with the street and utility extension plans. He said given the time of year, he did not expect building construction to begin until next spring.

Ruppert asked for an update on TMI, Inc. He said he thought they would be operational in the next several weeks. Erickson said he spoke to Dawn Smith and

they plan to be in the building in November. He said he met with and provided a tour of the business park to Kylie Jordan, the new director of the MN DEED Shovel Ready Certified Development Site Program and she was impressed with Lonsdale and the Business Park. Erickson said they discussed getting the Governor or DEED Director to Lonsdale to promote DEED's programs and Lonsdale at a ribbon cutting ceremony at TMI, Inc.

Ruppert asked for an update on the Pet Shop Veterinary Clinic. Erickson said he has not been down there for several days but the last he saw, the building was being framed up.

b. Items for the November 2016 Agenda

The Board requested an update from Tom Sullivan of Cushman Wakefield, the LED reader board sign, streetscape project, a recap of the Business Forum and possible attendance by City Councilmembers be on the November agenda.

8. ADJOURNMENT

A motion was made by Duban and seconded by Zellner to adjourn the meeting at 8:17 am. Vote for: Vote for: Duban, Prigge, Zellner, Ruppert, Furrer, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator