

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

1. CALL TO ORDER

Benninghoff called a meeting of the Lonsdale Economic Development Authority to order at 7:00 am.

MEMBERS PRESENT:

Rasmussen, Benninghoff, Furrer, Simon and Pelava

MEMBERS ABSENT:

Prigge and Daleiden

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

None

2. AGENDA

Benninghoff asked if there were any additions, deletions or corrections to the agenda. A motion was made by Simon and seconded by Furrer to approve the agenda as presented. Vote for: Rasmussen, Benninghoff, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

3. CONSIDER APPROVAL OF THE MINUTES FROM THE SEPTEMBER 16, 2021 MEETING

Benninghoff asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Pelava and seconded by Furrer to approve the minutes from the September 16, 2021 meeting. Vote for: Rasmussen, Benninghoff, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

4. CONSIDER APPROVAL OF THE SEPTEMBER 2021 TREASURER'S REPORTS AND MONTHLY BILL(S)

Erickson said September had a beginning balance of \$124,306.71, revenues of \$552.08 and expenses of \$2,354.31 for an ending balance of \$122,504.48 between the two accounts. He said the revenue was the The Pet Stop Vet Clinic's monthly loan payment and expenses included payroll, BR&E meeting items, LoopNet and APG digital marketing. Erickson said the bills to be paid in October are for APG digital marketing, LoopNet and the BR&E Commencement Meeting expenses. Benninghoff asked if there were any questions pertaining to the Treasurer's Report or bills.

A motion was made by Pelava and seconded by Rasmussen to approve the September 2021 Treasurer's Reports and monthly bill(s). Vote for: Rasmussen, Benninghoff, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Update on the EDA's America Rescue Plan – Coronavirus Local Fiscal Recovery Fund (CLFRF) Policy and Application

Erickson said the Board reviewed this item at the last meeting and recommended to the City Council \$150,000.00 be allocated for grants of up to \$5,000.00. He said the City Council reviewed the recommendation and approved allocating \$100,000.00 for grants of up to \$4,000.00. Erickson said the information was emailed to businesses that he had email addresses for and it has been posted on the City's website. He said he has received two applications from non-profits and one from a business. Furrer asked if Erickson would be reviewing the application to make sure all the information required was submitted and the request is justified. Erickson replied yes.

b. Update on LoopNet Listings of Business Park Properties and City Owned Lots on Commerce Dr. SE

Erickson said the properties have been listed on LoopNet since June 30, 2021. He reviewed the number of people that have seen the properties, the amount of increased exposure with the Gold listing, top views, new visitors and the number of views in/out of market. Simon asked about the two leads in the report and if a real estate agent could use the information or if staff contacts the leads. Erickson said it is up to staff to follow up on leads. The Board discussed LoopNet and questioned with only one lot left in the Business Park, if it was worth \$649.00 per month. A motion was made by Furrer and seconded by Pelava to not renew the contract with LoopNet. Vote for: Rasmussen, Benninghoff, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

6. NEW BUSINESS

a. Consider Approval of a Proposal Submitted by APG Regarding Digital Marketing (Display Ad and Pre-Roll)

Erickson said the agreement with APG for digital marketing ended and with funds budgeted for this service in 2022, he said Jordan Andreas and Tim Mart of APG were in attendance to review the program and answer any questions the EDA may have moving forward. Mart reviewed the geographics, demographics and AI used to target customers an appropriate number of times. He said the current videos are doing well and would not change them until spring/summer. Mart asked if there were any questions. There were no questions asked by the Board. Mart and Andreas thanked the Board for working with APG and that they look forward to working with them again. Mart and Andreas left the meeting. Rasmussen asked what areas are currently being marketed to. Erickson said prior to the six month contract ending, the target areas were a portion of the south metro, Faribault, Owatonna and Mankato. Pelava said it is hard to gauge how effective marketing is. Rasmussen said it is important to have a SEO presence for web searches. Simon asked if the funds should be used to market locally. Erickson said he though with allocating funds for this service in 2022, that the decision was already made to continue with digital marketing. The Board held general discussion on the digital marketing

effectiveness and other marketing options available to the EDA. Pelava suggested waiting to start the next marketing campaign and spend \$3,000.00 in one month to really saturate the market. Erickson said the questions should have been asked when Mart and Andreas were here. Simon said she liked Pelava's idea of waiting several months and hitting hit hard the first month. A motion was made by Pelava and seconded by Simon to table a decision on this item and have Mart and/or Andreas attend the next EDA meeting to answer any questions the Board may have. Vote for: Rasmussen, Benninghoff, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried. Erickson asked if there were any specific questions or information the Board wanted from APG so they could come to the meeting prepared. The Board's questioned focused on target location, making the target location larger and will heavily saturating the target area for a short period of time make a difference.

b. Business Retention & Expansion Program

Erickson said with the Commencement Meeting held on October 13, 2021, the Board should discuss how it wants to use the information provided by the three small groups to move forward. He said before going public with their ideas, the small groups should get the approval of the EDA/City Council. Furrer provided an update on the Business Variety group. Simon asked who would follow up with business leads. The Board held general discussion on what is meant by business succession. The Board also discussed volunteers going forward, coordination of activities with the EDA/City Council. Erickson said he does not want to see the small groups go rogue and not be on the same page as the EDA/City Council. He used the example of the Friends of the Library/Library Board conducting a poll on facebook asking where residents would like to see the library relocated. Erickson said the idea of relocating the library was news to him because the City Council has not discussed nor has any intention of relocating the library anytime soon. The Board discussed a timeline for the small groups to provide inform to Erickson and the Board so the BR&E can continue to move forward.

c. Update on Business Signs and Banners

Erickson said he will be ordering the signs and Public Works will be ordering the poles, brackets, etc. that will match the street lights. He said he was planning on a sales rep from a banner company attending an upcoming EDA to review what options there are for banners. He said at the last meeting, the Board discussed new banners to potentially complement seasonal changes, events such as the farmer's market and business sponsorship.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Simon asked for an update on the South 40 building. The Board discussed what they have heard was the plan of the new owner of the building. Erickson said staff sent the owner the B-3 zoning district requirements so there were no issues down the road of non-conforming uses, etc. The Board discussed the Lonsdale Oil Building. Erickson said a soil boring is proposed for the east side of Main St. N. to determine the extent of the contamination. The Board discussed residential uses on the second floor of buildings on Main St.

b. Items for the November 18, 2021 Agenda

The Board requested APG, banners and BR&E small group updates be included on the agenda.

8. ADJOURNMENT

A motion was made by Pelava and seconded by Furrer to adjourn the meeting. Vote for: Rasmussen, Benninghoff, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried. The meeting ended at 8:31 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator