

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
OCTOBER 29, 2015**

1. CALL TO ORDER

Furrer called the meeting to order at 7:02 am in the City Council Chambers, 415 Central St. W.

MEMBERS PRESENT:

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

MEMBERS ABSENT:

None

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

Lori Nickel and Erik Christensen

2. AGENDA

Furrer said the agenda went through 7B and asked if there were any additions, deletions or corrections to the agenda. Erickson requested that "Appointment of a Representative From the EDA to the Comprehensive Plan Update Committee" be added to the agenda. A motion was made by Daleiden and seconded by Duban to approve the agenda with the requested addition. Vote for: Prigge, Duban, Zellner, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE SEPTEMBER 17, 2015
REGULAR**

Furrer asked if there were any additions, deletions or corrections to the minutes. A motion was made by Duban and seconded by Rivers to approve the minutes of the September 17, 2015 regular meeting. Vote for: Prigge, Duban, Zellner, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.

**4. CONSIDER APPROVAL OF THE SEPTEMBER 2015 TREASURER'S
REPORT AND MONTHLY BILL(S)**

Erickson said September had a beginning balance of \$212,427.79, revenues of \$516.35 and expenses of \$444.49 for an ending balance of \$212,499.65. Erickson said there were no bills to be paid October 15th. Furrer asked if anyone had any questions. A motion was made by Daleiden and seconded by Duban to approve the September 2015 Treasurer's Report and monthly bill(s). Vote for: Prigge, Duban, Zellner, Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.

5. OLD BUSINESS

a. Discussion on the Development of an Action Plan to Achieve the EDA's Mission and Goals

Erickson said the narrative has been updated to reflect changes since 2013 and reviewed the changes proposed by the Committee and EDA at prior meetings. The Board began to review the proposed strategies to achieve the stated goals. Furrer questioned the need for additional parking adjacent to or behind buildings. Prigge asked if there are any alley's that are private to be used for parking. Erickson said County Market has its own parking lot and there is space behind some businesses but for public parking, it would essentially be the DRS parking lot that was just improved. Prigge said she wants to make sure the EDA is on the right track when doing this update. Rivers said for marketing, one aspect should be promote shopping locally and not as specific as the Lonsdale First! Program. Daleiden said he wants to see more local businesses on the App and not ones in Lakeville, etc. The Board discussed getting local businesses to register on YELP! so they can be included on the App. River said he wants to see actionable and accomplishable strategies included in the document. The Board agreed the next step is taking action to implement the strategies.

b. Discuss the EDA's 2016 Budget

Erickson reviewed the budget. Rivers said marketing needs to be included and asked how it would affect the budget. Duban asked how financial assistance to businesses would affect the budget. Erickson said there are two options: (1) include it in the line-item "EDA Expense" or add a new line-item "Transfer". Furrer asked how the Small Cities affects the budget. Erickson said it is a separate fund of approximately \$11,000 but when he reports on the Treasurer's Report, they are combined.

6. NEW BUSINESS

a. Presentation of a Digital Marketing Proposal Submitted by Southern Minn Digital

Erickson said that the City Planner and himself had met with Lori Nickel and Erik Christensen regarding digital marketing. Christensen gave a presentation on a digital marketing proposal, which covered an overview of customers to target such as business owners looking to relocate a business or people searching "how to start a business". He reviewed the approach taken to access 95% of daily internet activity. Christensen said the strategy is to catch a consumer during the conversion stage of a purchase. He said they will target customers on the basis of geographic location, demographics and behavior. Christensen said their ad buyer only purchases ads at the top of a webpage because a consumer is not going to scroll down on a webpage for an ad. Christensen reviewed the analytical reporting that is available to the EDA to see things such as ad impressions delivered, number of clicks and click-through rate. The Board reviewed the proposed pricing. Christensen provided a list of cities with the highest tax rates as locations of businesses to begin to target for relocation to Lonsdale.

Prigge asked who would design the ads. Christensen said they would. Ruppert said a landing page from the ad was needed. The Board held general discussion

on a landing page. Nickel said that Lakeville has a great Economic Development page that includes plat maps, business directory/links, etc. that could be used as a reference. She said the EDA should consider targeting businesses in Lakeville to move Lonsdale and to look into why a business would want to locate in Lonsdale from a higher taxed city. Prigge asked what the price would be for them to develop a landing page. Christensen said it would be much cheaper to do it in house if possible. Rivers said getting the message out is important but a message is needed, what will it be and how is it different. He asked Christensen what other cities have used this type of marketing. Christensen said Lonsdale would be the first with them. Rivers suggested the EDA work with the Chamber to educate businesses on marketing. There was general discussion on the landing page including contact information, location, benefits of Lonsdale, linking the EDA's videos, the Business Park plat and land pricing. The Board agreed that the next step was to budget funds for marketing like this. Rivers recommended using this strategy as a tool but said the website needs to be perfect.

b. Discuss a Proposal Submitted by Fairway Outdoor Advertising for Billboard Advertising on I-35

Erickson said because it has been difficult to get a sign adjacent to I-35, he obtained pricing from Fairway Outdoor Advertising, which has billboards adjacent to I-35 near the intersections of Highway 21 and Highway 60. He said the annual cost ranges between \$11,000 and \$21,000. Erickson said the vehicles that see these signs weekly is about 100,000. He said it is unknown how many of these views are from the same vehicles. He said this is more expensive than and not as specific to the target market as digital marketing. Duban said if one business locates in Lonsdale because of seeing the sign, it will pay for itself.

c. Review of Economic Overview for Zip Code 55046 Prepared by Chmura Economics & Analytics for the MN Dept. of Employment and Economic Development for Shovel Ready Certified Sites

Erickson said this was a study conducted by a consultant for MN DEED as part of the Shovel Ready Certified Development Site program and was for informational use only.

d. Appointment of a Representative From the EDA to the Comprehensive Plan Update Committee

Erickson said he would send out an email to see who was interested in serving as a representative from the EDA on the Comprehensive Plan Update Committee.

7. OTHER BUSINESS

a. Additional Items to be Discussed

The Board discussed budgeting \$25,000 for marketing and increasing the amount for donations. Rivers said the marketing funds could be split 50% for electronic advertising and 50% on billboard advertising.

A motion was made by Ruppert and seconded by Prigge to create a Task Force to create a landing page for digital marketing. Vote for: Prigge, Duban, Zellner,

Furrer, Ruppert, Rivers and Daleiden. Against: None Vote 7-0. Motion carried.
Rupert, Prigee and Daleiden said they would serve on the Task Force.

b. Items for the November 2015 Agenda

The Board requested the following item(s) on the November agenda: Update from the Task Force on the landing page.

8. ADJOURNMENT

A motion was made by Daleiden and seconded by Prigge to adjourn the meeting at 8:41 am. Vote for: Prigge, Duban, Zellner, Furrer, Ruppert, Rivers and Daleiden.
Against: None Vote 7-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator