

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
NOVEMBER 17, 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, Ruppert, Furrer, Rivers and Daleiden

MEMBERS ABSENT:

Zellner and Prigge

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

Mayor Tim Rud

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 Duban and seconded by Daleiden to approve the agenda as presented. Vote for: Duban, Ruppert, Furrer, Rivers and Daleiden. Against: None Vote 5-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE OCTOBER 20, 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 October 20, 2016 regular meeting. Vote for: Duban, Ruppert, Furrer, Rivers and Daleiden. Against: None Vote 5-0. Motion carried.

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

Erickson said October had a beginning balance of \$144,863.19, revenues of \$1,068.43 and expenses of \$486.19 for an ending balance of \$145,445.43. He said there four bills to be paid in November totaling \$11,271.98. Ruppert asked if anyone had any questions. Ruppert asked if Steele Waseca Cooperative Electric has paid for a portion of the Forum. Erickson said he will be sending an invoice to them for the cost of the food. A motion was made by Duban and seconded by Daleiden to approve the October 2016 Treasurer's Report and monthly bill(s). Vote for: Duban, Ruppert, Furrer, Rivers and Daleiden. Against: None Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Discuss the November 1, 2016 Business Forum

Erickson provided a summary of the Forum. Rivers said it seems like the manufacturing sector is missing and recommended a block party be held for businesses on Delaware St. SE or Florida St. SE to discuss economic development. Mayor Rud said the missing component is marketing and the City has been successful in attracting businesses with a tie to Lonsdale. Mayor Rud recommended a Forum be held specifically for General Contractors and Builders to discuss economic development, similar to one held several years ago with realtors and home builders. Furrer suggested the Forum invitation be reworded to be more specific as to what will be discussed. The Board agreed it was good to continue having the Forums.

b. Discuss Location and LED Reader Board Sign

Erickson said this has been discussed at the last several EDA meetings and was tabled at the last meeting to get input at the Forum. Erickson said not much input was received at the Forum. He said a proposal for three different sized signs was provided by AIM and the costs ranged between \$40,000 and \$42,000. Erickson said all electrical work necessary would be in addition to the quote for the sign. Ruppert said not much input was received at the Forum. He said the sign will create a sense of community but the EDA should not take the lead on the project. He said it should be a partnership with the schools. Mayor Rud said a similar sign in Prior Lake has been pretty controversial and agreed a partner is needed for the project to proceed. The Board agreed it should be a partnership and requested staff contact the school districts and SWCE.

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

Erickson said this has been discussed at the last several EDA meetings. He said any plans need to be completed by August of 2017 to be incorporated into the plans for Area No. 5 – Phase 4 to be constructed in 2018. The Board suggested a subcommittee be established and meet with business owners downtown to begin discussions on the topic. Ruppert volunteered to be on the subcommittee.

6. NEW BUSINESS

a. Discussion on Economic Development Priorities with City Councilmembers

Erickson said the Board requested that the City Council attend their next meeting to discuss economic development priorities to make sure the EDA and City Council are on the same page. Ruppert said the EDA has been active over the last year with providing assistance to businesses and creation of the grant programs. Mayor Rud said the EDA is doing a good job. He said the future of Lonsdale is in the Lonsdale Business Park and Rolling Ridge Market Place development. Mayor Rud said marketing is the most needed area to focus on. Daleiden said funding needs to be transparent since it is taxpayer's money. Rivers asked about future funding. Mayor Rud said he is confident that the City Council would provide funds for projects that move the City forward and get results. Rivers said the City

Council and EDA seem to be on the same page with results that increase employment opportunities and the tax base.

b. Consider Approval of an EDA Equipment Grant Program Application Submitted by Lonsdale Hardware & Rental

Ruppert summarized the program and said he expected the applications to be supported by an increase in jobs, skill set, etc. Erickson said he agreed with Ruppert. The Board reviewed the application submitted by Lonsdale Hardware & Rental. Furrer asked how the application/proposed purchases would increase the tax base. Erickson said the only way, is to make improvements to the building or expand. Ruppert said he envisioned the program as a way to attract new businesses to town. He said all the applications seem to check most of the boxes but not all. Furrer said the applications still meet the goals established for the program. Duban said the Hardware Store is a traffic generator for Main St. The Board said they would prefer the applicant to use their cash as their portion of the project cost rather than a loan from a bank. The Board also questioned the timing of each applicants purchase.

c. Consider Approval of an EDA Equipment Grant Program Application Submitted by the Lonsdale Area Chamber of Commerce

The Board discussed this application and determined that the program objectives were not met. A motion was made by Daleiden and seconded by Duban to not approve the EDA Equipment Grant Program application submitted by the Lonsdale Area Chamber of Commerce. Vote for: Duban, Ruppert, Furrer, Rivers and Daleiden. Against: None Vote 5-0. Motion carried.

d. Consider Approval of an EDA Equipment Grant Program Application Submitted by TMI, Inc.

The Board briefly discussed this application. A motion was made by Duban and seconded by Daleiden to table a decision on the applications submitted by Lonsdale Hardware & Rental and TMI, Inc. and schedule a special meeting for Thursday, December 1, 2016 at 7:00 am to consider the two applications. Vote for: Duban, Ruppert, Furrer, Rivers and Daleiden. Against: None Vote 5-0. Motion carried.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Ruppert asked if there were any additional items to discuss. The board reviewed the photos included in the packet of current projects that the EDA/City has been/is involved with.

b. Items for the December 2016 Agenda

The Board did not request any specific item(s) be on the December 2016 agenda.

8. ADJOURNMENT

A motion was made by Duban and seconded by Furrer to adjourn the meeting at 8:51 am. Vote for: Vote for: Duban, Ruppert, Furrer and Daleiden. Against: None Vote 4-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator