

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
NOVEMBER 18, 2021**

1. CALL TO ORDER

Prigge called a meeting of the Lonsdale Economic Development Authority to order at 7:03 am.

MEMBERS PRESENT:

Daleiden, Benninghoff, Prigge, Furrer, Simon and Pelava

MEMBERS ABSENT:

Rasmussen

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

None

2. AGENDA

Prigge 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: Daleiden, Benninghoff, Prigge, Furrer, Simon and Pelava; Against: None; Vote 6-0. Motion carried.

3. CONSIDER APPROVAL OF THE MINUTES FROM THE OCTOBER 21, 2021 MEETING

Prigge asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Pelava and seconded by Benninghoff to approve the minutes from the October 21, 2021 meeting. Vote for: Daleiden, Benninghoff, Prigge, Furrer, Simon and Pelava; Against: None; Vote 6-0. Motion carried.

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

Erickson said October had a beginning balance of \$122,504.48, revenues of \$697.08 and expenses of \$2,562.13 for an ending balance of \$120,639.43 between the two accounts. He said the revenue was the The Pet Stop Vet Clinic's monthly loan payment and prior month deposits in transit and expenses included payroll, BR&E meeting items, LoopNet, APG digital marketing and postage. Erickson said the bills to be paid in November are for APG digital marketing, LoopNet and the BR&E Commencement Meeting expenses and business sign components. Prigge asked if there were any questions pertaining to the Treasurer's Report or bills.

A motion was made by Daleiden and seconded by Benninghoff to approve the October 2021 Treasurer's Reports and monthly bill(s). Vote for: Daleiden, Benninghoff, Prigge, Furrer, Simon and Pelava; Against: None; Vote 6-0. Motion carried.

5. OLD BUSINESS

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

Erickson reviewed the digital marketing campaign history and said after the presentation given at last month's meeting, the Board had questions and requested APG attend this meeting for follow up. He said APG provided three proposal options and is present at the meeting to answer any questions. Tim Mart of APG said a "larger pond" with the same budget will be less effective and to be effective, the budget should be increased. Mart said to be effective, customers should be sent advertisements between 5 – 7 times per month. He said his recommendation is to increase advertisement saturation early in the campaign and back off after that. Prigge asked if the videos should be updated. Pelava asked if it would be worthwhile and if they are updated, what changes should be made. Mart said the campaign is tracking above the national average and did not recommend updating the videos if they still represent the City well. Pelava said maybe they should be updated after the new PD facility is complete and construction of the proposed building in the Business Park has started. Simon asked about the timing of the marketing campaign. The Board held general discussion on timing based on when businesses are looking to relocate their business. Pelava asked what the size of the target area should be. Mart said the more people targeted, the lower the saturation rate will be. Erickson said businesses looking to relocate begin the process, 12, 18 even 24 months in advance. He said any business targeted and that decides to move, it will take 12 month for major activity to begin. Simon said she likes the idea of a large area being targeted. Erickson summarized the locations previously targeted and that Faribault, Owatonna and east to Mankato were recently approved as the current locations. Mart said based on the numbers he did not recommend changing the target locations. The Board held general discussion on the target location, budget, timing and the number of impressions. A motion was made by Prigge and seconded by Benninghoff to approve the proposal submitted by APG in the amount of \$12,000 for a 12 month period. Vote for: Daleiden, Benninghoff, Prigge, Furrer and Pelava; Against: None; Abstained: Simon Vote 5-0-1. Motion carried.

b. Update on Business Signs and Banners

Erickson said the signs have not been ordered but the components have been. Erickson said at the last meeting, the Board discussed purchasing new banners for Main St. He said he contacted Display Sales and Lori Lundeen was in attendance to provide information and answer any questions of the Board. Lundeen summarized Display Sales location, history and fabric vs. vinyl material. Furrer asked how long the vinyl banners would last. Lundeen said they have a one year warranty but 3-5 years can be expected. Prigge asked how many banners are needed. Erickson said it depends on where they are located. He said 13 for Main St. but pending approval from the power companies, banners could be installed on Highway 19, etc. Furrer said the Board should be thinking about the amount of staff time to install the banners multiple times per year. Simon said

she preferred to see the banners changed seasonally. Erickson asked what size the vinyl banners are. Lundeen said the size is based on what the City wants. Pelava asked how many of the current banners there are. Erickson said there are plenty of the current banners because some have been removed from locations outside of Main St. Simon asked what the lead time for the banners is. Lundeen said approximately 14 days plus shipping. The Board held general discussion on incorporating community photos, storage and durability. Daleiden asked how long the banners are up. Erickson said from April/May to October. The Board said they would review the information prior to the December meeting and discuss them more at that time.

Prigge left the meeting at 8:00 am.

c. Business Retention & Expansion Program

Erickson summarized the activity of each group. Benninghoff said the Business Variety group is working to create summary data to assist businesses make decisions about locating to Lonsdale. He said the University of Minnesota has programs to assist with survey and collecting data to use for economic development.

Daleiden left the meeting 8:30 am.

d. Update on the EDA's America Rescue Plan – Coronavirus Local Fiscal Recovery Fund (CLFRF)

Erickson provided an update on applications received.

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

Erickson said he contacted LoopNet and terminated the agreement. He said the agreement was for 6 months and will run through the end of December.

Furrer left the meeting at 9:00 am

6. NEW BUSINESS

a. Discuss Establishment of a Community Foundation

Erickson said without a quorum, no decisions can be made. He said Simon requested this item be on the agenda for discussion and that information on a Community Foundation managed by The Southern MN Initiative Foundation was included in the packet. Erickson said it is important to note that the Community Foundation is its own separate organization with a board of directors and cannot be used to fund private sector economic development, rather non-profits and civic organizations for the betterment of the community.

b. Discuss Ideas for Creation of a Lonsdale “Shark Tank” Event to Increase Entrepreneurship/Business

Erickson said this item was discussed at the last meeting briefly and was requested to be on the agenda. He said he was not sure if it was even an allowable public purpose

expense but wanted the EDA to discussion it before spending money on a legal opinion. Benninghoff said Albert Lea did something similar recently.

7. OTHER BUSINESS

a. Additional Items to be Discussed
None

b. Items for the December 16, 2021 Agenda
Erickson said he would include BR&E, banners, Community Foundation discussion and “Shark Tank” event on the agenda for the December meeting.

8. ADJOURNMENT

Due to a lack of a quorum there was not a motion made to adjourn the meeting.

Respectfully Submitted:

Joel A. Erickson, City Administrator