

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
NOVEMBER 19, 2020**

1. CALL TO ORDER

Benninghoff called the meeting of the Lonsdale Economic Development Authority to order at 7:01 am.

MEMBERS PRESENT:

Rasmussen, Benninghoff, Furrer, Rivers and Pelava

MEMBERS ABSENT:

Daleiden and Prigge

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 Pelava and seconded by Furrer to approve the agenda as presented. Vote for: Rasmussen, Benninghoff, Furrer, Rivers and Pelava; Against: None; Vote 5-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE OCTOBER 15, 2020 MEETING

Benninghoff asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Rivers and seconded by Furrer to approve the minutes from the October 15, 2020 meeting. Vote for: Rasmussen, Benninghoff, Furrer, Rivers and Pelava; Against: None; Vote 5-0. Motion carried.

4. CONSIDER APPROVAL OF THE OCTOBER 2020 TREASURER'S REPORT AND MONTHLY BILL(S)

Erickson said October had a beginning balance of \$328,074.25, revenues of \$1,586.25 and expenses of \$47,516.07 for an ending balance of \$282,144.43 between the two accounts. A motion was made by Furrer and seconded by Pelava to approve the October 2020 Treasurer's Report and monthly bills. Vote for: Rasmussen, Benninghoff, Furrer, Rivers and Pelava; Against: None; Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Update on Digital Display Ads and Streaming Marketing

Erickson reviewed the information provided by Spectrum Reach's AudienceTrak such as location of the ads delivered, completion percentage, number of ads delivered, site visits, etc. He said he will be working with Spectrum Reach to change the location of where ads

are delivered to focus more on the south metro and Owatonna area. Furrer asked if the City had spent/committed all the CARES funds received. Erickson said yes. A motion was made by Rivers and seconded by Rasmussen to focus the marketing campaign on metro communities south of the river and Owatonna. Vote for: Rasmussen, Benninghoff, Furrer, Rivers and Pelava; Against: None; Vote 5-0. Motion carried.

Rivers asked if the number of new homes constructed increased over 2019. Erickson said new home starts are down slightly because LGI pulled more permits in 2019, which carried their workload over into 2020. Rasmussen stated the number of ads delivered to St. Paul is much higher than those delivered to the south metro. Erickson said since beginning to work with Spectrum Reach, the City has had three sales reps. Rasmussen said he has been working with APG and they are fast and do good work.

b. Update on the Business Retention & Expansion Program

Erickson said the Leadership Team, U of M Extension and MN DEED met virtually to review the results of the surveys, completed a SWOT analysis. He said as part of the meeting, participants came up with around 50 potential projects derived from the survey results/SWOT analysis. The Board discussed some of the items that came up while reviewing the survey results and SWOT analysis including: internet/broadband, school districts, housing, retail, labor and wages.

6. **NEW BUSINESS**

- a. None

7. **OTHER BUSINESS**

- a. Additional Items to be Discussed

None

- b. Items for the December 17, 2020 Agenda

The Board requested the following items on the October agenda: (1) Business Retention & Expansion Program Update

8. **ADJOURNMENT**

A motion was made by Rivers and seconded by Pelava to adjourn the meeting. Vote for: Rasmussen, Benninghoff, Furrer, Rivers and Pelava; Against: None; Vote 5-0. Motion carried.

The meeting ended at 8:40 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator