

**MINUTES
CITY OF LONSDALE
ECOMONIC DEVELOPMENT AUTHORITY MEETING
NOVEMBER 21, 2024**

1. CALL TO ORDER

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

MEMBERS PRESENT:

Austin, Wermerskirchen, Daleiden, Prigge, Furrer, Simon and Pelava

MEMBERS ABSENT:

None

STAFF PRESENT:

City Administrator Joel Erickson and Community Development Planner Cory Hinz-Ibarra

OTHERS PRESENT:

2. AGENDA

Prigge asked if there were any additions, deletions or corrections to the agenda. A motion was made by Furrer and seconded by Daleiden to approve the agenda as presented. Vote for: Wermerskirchen, Austin, Daleiden, Prigge, Furrer, Simon and Pelava. Against: None; Vote 7-0. Motion carried.

3. CONSIDER APPROVAL OF THE MINUTES FROM OCTOBER 17, 2024 MEETING

Prigge asked if there were any additions, deletions or corrections to the minutes. A motion was made by Pelava and seconded by Austin to approve the minutes from the October 17, 2024 meeting. Vote for: Wermerskirchen, Austin, Daleiden, Prigge, Furrer, Simon and Pelava. Against: None; Vote 7-0. Motion carried.

4. CONSIDER APPROVAL OF THE OCTOBER 2024 TREASURER’S REPORT AND MONTHLY BILL(S)

Erickson said October had a beginning balance of \$94,348.14, revenues of \$0.00, and expenses of \$2,534.18 for an ending balance of \$91,813.96 between the three accounts. He said there were no revenues. He said expense(s) included payroll/benefits, Lunch & Learn expenses, Frosty Fest sponsorship and lead based paint assessments. Erickson said the expense(s) to be paid in November are lead based paint assessments and digital marketing. Austin asked what the lead based paint assessments were for. Erickson said they are associated with the SCDP grant and all homes built in 1978 and earlier need to have a lead based paint assessment completed to see if lead paint is present. If so, it needs to be removed, contained and cleared. A motion was made by Daleiden and seconded by Austin to approve the October 2024 Treasurer’s Report and monthly bill(s). Vote for: Wermerskirchen, Austin, Daleiden, Prigge, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Update on the EDA’s Small Cities Development Program Grant

Erickson provided an update on the grant and applicants to date. He said there are four approved projects, which have been evaluated for needed improvements and have been tested for lead based paint. He said there was one new applicant and the property evaluation has been sent to the Building Official for completion.

6. NEW BUSINESS

a. Social Media Marketing Update - Review the January Marketing Calendar and Discuss the Discuss Marketing Objectives

Hinz-Ibarra said Sobrack has been great to work with. He said he meets regularly with her and she is doing more than is required of her. He said she will have a photographer attend Frosty Fest and plans to get video of snow plowing and will get pictures/videos of the new City Council in January. Prigge said working with Sobrack was a good decision and she likes the content posted. Hinz-Ibarra reviewed the videos created so far and said they are posted on the City’s YouTube site. Daleiden suggested adding previous marketing videos to the YouTube site. Hinz-Ibarra reviewed active users and their locations. Wermerskirchen said the location is where the ISP is located and not an indicator of the user’s location. He said the numbers are what matters. Wermerskirchen suggested recycling posts from the Library so they are on the City’s Facebook site. There was general discussion on the Library’s, Lonsdale Liquor’s and the City’s Facebook sites. Simon suggested an article be published in the Lonsdale Area News Review to let people know the City has a Facebook site. There was general discussion on the content of the article.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Prigge asked when the new City Councilmembers will be sworn in. Erickson said tentatively January 6th. Prigge asked if there was an update on the Mexican restaurant coming to town. Pelava said that Audry will be out of the building soon. There was discussion on Flicek's, the Scattercat building being for sale and the new Somethin' Sweet recently opening.

b. Items for the December 19, 2024 Agenda

The Board requested an update on December 17th Lunch & Learn, discussion of the first quarter of 2025 Lunch & Learn topic, update on digital marketing, SCDP grant be on the December 19, 2024 agenda.

8. ADJOURNMENT

A motion was made by Daleiden and seconded by Pelava to adjourn the meeting. Vote for: Wermerskirchen, Austin, Daleiden, Prigge, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried. The meeting ended at 7:41 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator