

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
DECEMBER 16, 2021**

1. CALL TO ORDER

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

MEMBERS PRESENT:

Rasmussen, Daleiden, Benninghoff, Prigge, Furrer, Simon and Pelava

MEMBERS ABSENT:

None

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 Furrer and seconded by Daleiden to approve the agenda as presented. Vote for: Rasmussen, Daleiden, Benninghoff, Prigge, Furrer, Simon and Pelava; Against: None; Vote 7-0. Motion carried.

3. CONSIDER APPROVAL OF THE MINUTES FROM THE NOVEMBER 18, 2021 MEETING

Prigge asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Benninghoff to approve the minutes from the November 18, 2021 meeting. Vote for: Rasmussen, Daleiden, Benninghoff, Prigge, Furrer, Simon and Pelava; Against: None; Vote 7-0. Motion carried.

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

Erickson said November had a beginning balance of \$120,639.43, revenues of \$552.08 and expenses of \$4,864.56 for an ending balance of \$116,326.95 between the two accounts. He said the revenue was the The Pet Stop Vet Clinic's monthly loan payment and expenses included payroll, LoopNet, APG digital marketing, business signage components, BR&E meeting supplies and postage. Erickson said the bill(s) to be paid in December was LoopNet. Prigge asked if there were any questions pertaining to the Treasurer's Report or bills.

A motion was made by Simon and seconded by Pelava to approve the November 2021 Treasurer's Reports and monthly bill(s). Vote for: Rasmussen, Daleiden, Benninghoff, Prigge, Furrer, Simon and Pelava; Against: None; Vote 7-0. Motion carried.

5. OLD BUSINESS

a. Business Retention & Expansion Program

Erickson said the Business Variety group has been meeting on a regular basis and is working to compile a list of information to be given to businesses looking to relocate to Lonsdale to make the process easier. Furrer said the group will be meeting after the first of year. Benninghoff said he provided the group information on the University of Minnesota's downtown analysis tool box for the group to use as a guide. He said the group hopes to finalize their work next month. Erickson said the Business Alliance group has not met since before the Commencement Meeting in October. Pelava said the Chamber's recent Frosty Fest event is a good example of organizations and businesses working together to promote themselves. He said the biggest disappointment was the businesses that did not participate in the event. Rasmussen said he heard good feedback from those that participated. Daleiden said the Business Succession group has not met but will be after the first of the year.

The Board discussed moving forward with implementation of the groups activities and that there should be action items/events conducted each quarter. Erickson said his concern is that after all time and money spent to get to this point, nothing happens.

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

Erickson said seven applications have been submitted, reviewed and processed. He said approximately \$26,000.00 in funding has been provided to those that applied. Prigge asked why Trondhjem Church did not receive the full \$4,000.00 applied for. Erickson said that churches are not eligible unless they have a service component, which Trondhjem does. He said he could only justify the amount that was provided.

c. Business Signs and Banners

Erickson said the Board was to review the information provided at the last meeting and select banners at this meeting. Prigge asked what the purpose/goal of the banners is. Erickson said to change things up, catch people's eye and to promote events held in the downtown area. Simon asked if the plan was to select a variety of banners. Erickson said that was the discussion at the last meeting. Prigge said she preferred the vinyl banners. The Board discussed location and the number of banners needed. Erickson said at a minimum there are 13 streetlights in the downtown area. He said he would reach out to the power companies to get the approval process for placement of banners on power poles. He said it was unlikely banners would be allowed on the poles not owned by the City. The Board voted on and decided to purchase 15 of each of the D488 – "Welcome Jumble" and the D456 – "Spring Flower Pattern". Erickson asked if any banners would be purchased for events such as the farmer's market, baseball games, etc. The Board discussed purchasing banners for the farmer's market and Community Days but first would contact the farmer's market coordinator to verify that they are having one in 2022. Erickson said he would contact Display Sales for a quote for approval at the January 2022 meeting. The Board reviewed the draft business signs that were sent to a vendor for a quote. The Board verified the spelling of businesses and said the signs look good.

d. Discuss Establishment of a Community Foundation

Erickson said this was requested to be on the agenda and was discussed briefly at the last meeting. Simon said she requested it be on the agenda to see if the Board was interested in pursuing it or not. Erickson said it is a good idea and said going into this, people need to understand the funds are only to be given to non-profit organizations and not to for-profit businesses. The Board held general discussion and agreed it was a good idea and should be pursued. Erickson and Simon said they would meet before the next meeting to discuss moving forward, gather important information, develop a FAQ cheat sheet, etc.

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

Simon said she requested this be on the agenda. She said she likes the idea as a way to increase entrepreneurialism and to get businesses to town or existing ones to expand. The Board held general discussion on how the program would work, etc. Erickson explained the “Tiger Cage” event held by the Albert Lea EDA. Daleiden said it is a good idea and questioned how many businesses would participate. Erickson said when he talked to the Albert Lea EDA, he said that initially, the Board needs to determine the purpose, what businesses (retail, manufacturing, restaurants, etc.) the City/EDA wants to see come to or expand in town. The Board said they would think about the event and discuss it at the next meeting.

6. NEW BUSINESS

- a. Prigge thanked Benninghoff for his dedication to the EDA as this is his last EDA meeting. Benninghoff said he enjoys being part of the EDA but the meetings no longer work with his work schedule. The Board thanked Benninghoff for his serve to the EDA. Rasmussen asked if there was any progress made on allowing off-premise signage. Erickson said the Planning Commission discussed this at their meeting after the EDA last discussed off-premise signage and that they decided to not change the ordinance. Furrer said there is a new restaurant in town Taco Bien.

7. OTHER BUSINESS

- a. Additional Items to be Discussed
There were no additional items discussed.
- b. Items for the January 20, 2022 Agenda
The Board requested BR&E, banners, Community Foundation and “Shark Tank” event on the January 20, 2022 meeting agenda.

8. ADJOURNMENT

A motion was made by Pelava and seconded by Daleiden to adjourn the meeting. Vote for: Rasmussen, Daleiden, Benninghoff, Prigge, Furrer, Simon and Pelava; Against: None; Vote 7-0. Motion carried. The meeting ended at 8:32 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator