

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
DECEMBER 17, 2020**

1. CALL TO ORDER

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

MEMBERS PRESENT:

Rasmussen, Daleiden, Prigge, Furrer, Rivers and Pelava

MEMBERS ABSENT:

Benninghoff

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 Pelava and seconded by Furrer to approve the agenda as presented. Vote for: Rasmussen, Daleiden, Prigge, Furrer, Rivers and Pelava; Against: None; Vote 6-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE NOVEMBER 19, 2020 MEETING

Prigge asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Furrer and seconded by Rivers to approve the minutes from the November 19, 2020 meeting. Vote for: Rasmussen, Daleiden, Prigge, Furrer, Rivers and Pelava; Against: None; Vote 6-0. Motion carried.

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

Erickson said November had a beginning balance of \$282,144.43, revenues of \$552.08 and expenses of \$7,990.92 for an ending balance of \$274,705.89 between the two accounts. He said the revenue was from a loan payment and expenses included payroll, Spectrum Reach and CARES Act program grants. Furrer asked if Lonsdale Hardware and Rental missed a payment. Erickson said he would follow up with the City Treasurer but believed it was a timing issue of when the payment was made. Pelava asked if the timeframe to provide CARES funding was done. Erickson said yes. Furrer asked if the EDA would be paying the fee to Cerron Properties for the lot sold in the Business Park. Erickson said the proceeds from the sale would be used to make the payment. A motion was made by Pelava and seconded by Daleiden to approve the November 2020 Treasurer's Report and monthly bills.

Vote for: Rasmussen, Daleiden, Prigge, Furrer, Rivers and Pelava; Against: None; Vote 6-0.
Motion carried.

5. OLD BUSINESS

a. Update on Digital Display Ads and Streaming Marketing

Erickson reviewed the information provided by Spectrum Reach's AudienceTrak including: location of the ads delivered, completion percentage, number of ads delivered, site visits, etc. He said he met virtually with Spectrum Reach to discuss success rate, interaction rate, location, etc. Erickson said he met with APG regarding utilizing the marketing services they provide. He said the meeting focused on cost, number of impressions to be delivered, artificial intelligence used to deliver ads to the desired market and at the right time with a focus on business and not residential. Pelava agreed the focus should be on business. Furrer asked if there was a cost difference and where the impressions would be delivered. Erickson said the cost is per impression and not the type (business/residential). Erickson reviewed the number of clicks to the EDA and Business Park pages on the City's website. Prigge said it was a good idea to focus more on business and less on residential.

Erickson said another reason he met with APG is because the agreement with Spectrum Reach ends in February and there is a lack of communication compared to what was said it would be. Rivers said he figured communication would be less than what the EDA was told it would be. Prigge asked if the City would be able to keep using the videos/display ads done by Spectrum Reach/Kernel. Rasmussen said he has been using APG for a while and can vouch for them. He said he is satisfied with their work and analytics. He agreed the EDA's focus should be business for leads and to sell land in the Business Park. Pelava said marketing is hard to quantify. Erickson provided an update on the sale of land to Advanced Exhaust Solution, LLC in the Business Park. Prigge agreed marketing is hard to quantify. Erickson said APG will probably deliver less ads than Spectrum Reach but with their AI capabilities, they should be able to deliver ads to the right person and at the right time to possibly be more effective. Prigge summarized the discussion and said the focus should be on business. Rivers said Spectrum Reach's attention and communication needs to improve. Daleiden said the turnover at Spectrum Reach is a concern. A motion was made by Pelava and seconded by Daleiden to have the marketing campaign focus strictly on business and to solicit proposals from Spectrum Reach and APG.

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 and completed a SWOT analysis, which was discussed at the last EDA meeting. He said as part of the meeting, participants came up with around 50 potential projects derived from the survey results/SWOT analysis. He said a date needs to be determined for the Retreat to present the final report. He recommended waiting to have the retreat until it could be held in person and not virtually. Prigge said she preferred to meet in person. Furrer asked if all the potential projects would be presented. Prigge said she believed the projects would be grouped into themes.

6. NEW BUSINESS

- a. None

7. OTHER BUSINESS

- a. Additional Items to be Discussed

Erickson said this was Rivers last meeting and thanked him for his commitment to the EDA, the City and business community. The Board members thanked Rivers as well. Daleiden asked if anyone had heard anything about the LACC's Annual Dinner. Pelava said it was being held virtually. Furrer asked if the openings on the EDA had applicants. Erickson said two applications have been submitted and interviews are being held next week.

- b. Items for the January 21, 2021 Agenda

The Board requested the following item(s) on the January agenda: (1) Business Retention & Expansion Program Update

8. ADJOURNMENT

A motion was made by Daleiden and seconded by Pelava to adjourn the meeting. Vote for: Rasmussen, Daleiden, Prigge, Furrer, Rivers and Pelava; Against: None; Vote 6-0. Motion carried.

The meeting ended at 7:50 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator