

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
DECEMBER 19, 2013**

**1. CALL TO ORDER**

President Lieske called the meeting to order at 7:05 am in the City Council Chambers at 415 Central St. W.

**MEMBERS PRESENT:**

Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden

**MEMBERS ABSENT:**

Zellner

**STAFF PRESENT:**

Joel Erickson, City Administrator

**OTHERS PRESENT:**

None

**2. AGENDA**

Lieske asked if there were any additions, deletions or corrections to the agenda. A motion was made by Duban and seconded by Kuchinka to approve the agenda as presented. Vote for: Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE NOVEMBER 21, 2013**

**REGULAR**

Lieske asked if there were any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Kuchinka to approve the minutes of the November 21, 2013 regular meeting. Vote for: Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

**4. CONSIDER APPROVAL OF THE NOVEMBER 2013 TREASURER'S REPORTS AND MONTHLY BILL(S)**

Erickson said November had a beginning balance of \$235,628.15, revenues of \$591.35 and expenses of \$200.00 for an ending balance of \$236,019.50. A motion was made by Furrer and seconded by Pierskalla to approve the November 2013 Treasurer's Report. Vote for: Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

**5. OLD BUSINESS**

a. Update on the Lonsdale Business Park

Erickson stated that due to the winter weather conditions, construction has ended for the year and will resume in the spring. He said most of the water, sewer and storm sewer on Commerce Dr. SE was constructed and will completed in the

spring along with Garfield Ave and turn lanes at the intersection of Highway 19 and Garfield Ave. Furrer asked if there was a name established for the business park. Erickson said staff has been calling it the Lonsdale Business Park but no formal action has been taken on a name.

b. Update on the 2013 Lonsdale 1<sup>st</sup> Program

Erickson said he has not heard any good or bad comments pertaining to the program. He said he had to provide Fred's MarketPlace additional cards. He said he would pick up materials shortly after the first of the year.

**6. NEW BUSINESS**

a. Consider Approval of an Agreement Between the Lonsdale EDA and LiveWire Videos for Marketing

The Board reviewed the proposed agreement and discussed what businesses to highlight and what will be included in the videos. Erickson said as proposed, January would be the month for determining video content, February would be the month for recording the videos and each month after that three videos would be edited and released. The Board discussed highlighting things such as the business park, quality of life amenities, civic organizations, the Library's summer reading program, spring clean-up, etc. The Board also discussed charging a nominal fee to businesses that want to be highlighted in the videos.

Erickson said he spoke with Doug Hughes of Steele Waseca Electric Cooperative (SWCE) regarding the video marketing and said that SWCE will provide funding for the video marketing. He said he also spoke to Xcel Energy and they will consider a funding a request as well.

b. Discuss 2014 Goals

Erickson said the goals for 2013 include: (1) downtown streetscape/main street park (2) updating marketing materials (3) marketing of land/building and (4) new business park. The Board discussed the two main goals for 2014 of: (1) marketing and (2) the business park.

**7. OTHER BUSINESS**

a. Additional Items to be Discussed

Elf on the Shelf

Furrer said people participated in the event and there was traffic on Main Street during the event. Kuchinka asked how many businesses participated. Furrer said nine (9) businesses participated in the program.

b. Items for the January 16, 2014 Agenda

The Board requested that the following items be placed on the January 16, 2013 agenda: (1) billboard (2) election of officers (3) Lonsdale 1<sup>st</sup> drawing (4) video marketing

**8. ADJOURNMENT**

A motion was made by Furrer and seconded by Duban to adjourn the meeting at 9:05 am. Vote for: Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

Respectfully Submitted:

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Joel A. Erickson, City Administrator