

**MINUTES
CITY OF LONSDALE
ECOMONIC DEVELOPMENT AUTHORITY MEETING
DECEMBER 19, 2024**

1. CALL TO ORDER

Prigge called a meeting of the Lonsdale Economic Development Authority to order at 7:02 am.

MEMBERS PRESENT:

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

MEMBERS ABSENT:

Pelava

STAFF PRESENT:

Community Development Planner Cory Hinz-Ibarra

OTHERS PRESENT:

None

2. AGENDA

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

3. CONSIDER APPROVAL OF THE MINUTES FROM NOVEMBER 21, 2024 MEETING

Prigge asked if there were any additions, deletions or corrections to the minutes. A motion was made by Furrer and seconded by Daleiden to approve the minutes from the November 21, 2024 meeting. Vote for: Wermerskirchen, Austin, Daleiden, Prigge, Furrer, and Simon. Against: None; Vote 6-0. Motion carried.

4. CONSIDER APPROVAL OF THE NOVEMBER 2024 TREASURER'S REPORT AND MONTHLY BILL(S)

Hinz-Ibarra said November had a beginning balance of \$91,813.96, revenues of \$1,104.16, and expenses of \$3,084.83 for an ending balance of \$89,833.29 between the three accounts. Revenues consisted of the October/November Pet Shop Vet Clinic's monthly Revolving Loan Fund payments. Hinz-Ibarra said expense(s) included payroll, Lunch & Learn expenses, housing grant lead-based paint assessments, and digital marketing. Hinz-Ibarra said the expense(s) to be paid in December are lead based paint assessments and digital marketing. A motion was made by Wermerskirchen and seconded by Simon to approve the November 2024 Treasurer's Report and monthly bill(s). Vote for: Wermerskirchen, Austin, Daleiden, Prigge, Furrer, and Simon. Against: None; Vote 6-0. Motion carried.

5. OLD BUSINESS

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

Hinz-Ibarra said since the last meeting, another applicant qualified for the program, bringing the number of applicants to five. Hinz-Ibarra said if required, a lead assessment will be conducted. Hinz-Ibarra said the required radon tests are in progress/have been completed for the other four applicants. Hinz-Ibarra said once those are done, applicants can start getting bids for the scope of work. Hinz-Ibarra confirmed to the EDA that there is \$431,250.00 in grant funding for housing rehabilitation, grant administration, and it is proposed to rehabilitate 15 homes in the amount of \$25,907.00 each. Hinz-Ibarra said there will be a spring marketing push via social media to promote the Small Cities Development Program Grant.

6. NEW BUSINESS

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

Hinz-Ibarra said he has been working with Sobrack on the February 2025 Marketing Calendar. Hinz-Ibarra summarized the proposed February Facebook posts, November Google Analytics Report, current completed YouTube videos, and future Fire Department spotlight. Wermerskirchen said the Library will be covering Lonsdale history and suggested combining the 3R Landmark School into the programming and marketing promotions. Wermerskirchen also discussed the transparency of the Advanced Exhaust Solutions Project ending and communicating the status of the Kwik Trip Project. Furrer inquired about the Utility billing web page credit card processing fees and Hinz-Ibarra said it was contracted through the third-party service provider. The EDA supported the February "Acts of Kindness" marketing theme.

b. Attendance at the Lonsdale Area Chamber of Commerce's Annual Dinner – January 28, 2025

Hinz-Ibarra said the Lonsdale Area Chamber of Commerce (LACC) Annual Dinner is scheduled for January 28, 2025 at 5:30 pm at Revival on Main in Montgomery. Hinz-Ibarra said please let Joel know no later than January 16, 2025 if you will be attending the event. Prigge said Revival is a nice venue and encouraged EDA members to RSVP Joel to attend the great networking event.

c. Discuss the 2025 First Quarter Lunch & Learn Topic

Hinz-Ibarra said the Board should discuss what topic and date will be for the first quarter Lunch & Learn in 2025. Hinz-Ibarra summarized the proposed identified topics from the BR&E Report's "Community Satisfaction and Importance" chart. Hinz-Ibarra also presented the recommended 2025 event dates which included March 18th, June 17th, September 16th, and December 16th. Prigge suggested an EDA Mixer that would highlight the new Council and EDA together. Prigge suggested scheduling a noon and evening session for the first quarter Lunch & Learn and will discuss further at the January 16, 2025 EDA Meeting. Wermerskirchen supported the EDA Mixer first quarter Lunch & Learn concept and said it was a good opportunity to also highlight the EDA Revolving Loan Program.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Prigge asked when the new EDA Board members will be appointed. Hinz-Ibarra said interviews have been scheduled for early next week and the new board members will be appointed at the January 6, 2025 City Council Meeting. Prigge and the Board also thanked Furrer and Daleiden for their years of service on the EDA Board.

b. Items for the December 19, 2024 Agenda

The Board requested to further discuss the first quarter Lunch & Learn and marketing plan update to include the Business Park at the January 16, 2025 meeting.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Daleiden to adjourn the meeting. Vote for: Wermerskirchen, Austin, Daleiden, Prigge, Furrer, Simon and Pelava. Against: None; Vote 6-0. Motion carried. The meeting ended at 7:47 am.

Respectfully Submitted:

Cory Hinz-Ibarra, Community Development Planner