

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
FEBRUARY 15, 2018**

**1. CALL TO ORDER**

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

**MEMBERS PRESENT:**

Benninghoff, Prigge, Furrer, Rivers and Daleiden

**MEMBERS ABSENT:**

Cherney and Zellner

**STAFF PRESENT:**

City Administrator Joel Erickson

**OTHERS PRESENT:**

None

**2. AGENDA**

Prigge said the agenda went through 7B and asked if there were any additions, deletions or corrections to the agenda. A motion was made by Daleiden and seconded by Benninghoff to approve the agenda as presented. Vote for: Benninghoff, Prigge, Furrer, Rivers and Daleiden ; Against: None; Vote 5-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE JANUARY 18, 2018 MEETING**

Prigge asked if there were any additions, deletions or corrections to the minutes. A motion was made by Rivers and seconded by Daleiden to approve the minutes of the January 18, 2018 Regular Meeting. Vote for: Benninghoff, Prigge, Furrer, Rivers and Daleiden; Against: None; Abstained: None; Vote 5-0. Motion carried.

**4. CONSIDER APPROVAL OF THE JANUARY 2018 TREASURER'S REPORT AND MONTHLY BILL(S)**

Erickson said January had a beginning balance of \$55,924.37, revenues of \$1,935.95 and expenses of \$2,521.83 for an ending balance of \$55,338.49. He said there were several bills to be paid in February. Furrer asked if there was going to be signage present highlighting sponsors of the Chamber's Showcase. Erickson said yes, as a premium sponsor the EDA will be highlighted on the banner, radio ads, the spotlight card and mentioned on social media and live posts. A motion was made by Furrer and seconded by Daleiden to approve the January 2018 Treasurer's Report and monthly bill(s). Vote for: Benninghoff, Prigge, Furrer, Rivers and Daleiden; Against: None; Vote 5-0. Motion carried.

## **5. OLD BUSINESS**

### **a. Discuss Marketing Priorities**

Prigge said the comments she has heard pertaining to the TV commercials have been positive and asked about website activity. Erickson said website clicks are down substantially from when the commercials first aired but are still higher than prior to the commercials. The Board discussed the financial incentive programs. Prigge asked if the Board wanted the Façade Rehab. Program to have a sunset date. Benninghoff asked if other cities run their programs year around. Erickson replied yes. Rivers said the incentive programs are a positive to businesses and having a sunset date, creates a sense of urgency. Prigge asked how the EDA will go about requesting additional/future funding for the EDA. Erickson said the Board should create a plan and present it to the City Council and they can consider it as part of their budget process. Rivers said the plan should contain the following points: (1) Equipment; (2) the Business Park; (3) Façade Rehab.; and (4) the Revolving Loan Fund. The Board discussed and agreed the Façade Rehab. Program would have an application sunset date of June 30, 2018. A motion was made by Daleiden and seconded by Benninghoff to approve the proposed revisions to the EDA's Façade Rehabilitation Program with an application sunset date of June 30, 2018. Vote for: Benninghoff, Prigge, Furrer, Rivers and Daleiden; Against: None; Vote 5-0. Motion carried.

### **b. Consider Attendance at the University of Minnesota/Extension 2018 Business Retention & Expansion Training Courses**

Prigge asked if the Board wanted to attend the training or not. The Board discussed the topic and discussion focused around attending the face to face training if any training is attended. Benninghoff said the business visits work well and shows a commitment to economic development. The Board tabled the decision until the March meeting to determine schedules and if the training is going to be attended or not.

## **6. NEW BUSINESS**

### **a. Discuss Participation in LACC/Copy Right Video Proposal**

Erickson said the Chamber intends to partner with Copy Right Video to have videos done to promote the community and individual businesses. He said portions of the business videos will be incorporated into the community video. He said the EDA had three videos done in 2014, which cost \$13,400.00. Erickson said based on the previous expense, this proposal at \$500.00 is a better value. He said the EDA paid \$500 for one of the thirty second TV commercials currently airing. The Board discussed the topic and said they are interested, it is well worth it, seems positive and is a great value. The Board discussed using business testimonials in the community video. The topic was tabled until the March meeting.

- b. Review of the EDA's 2017 Annual Report  
Prigge said she will be presenting the Annual Report to the City Council at their February 22, 2018 meeting and should be the foundation of the EDA's funding request discussed earlier in the meeting. She said she would create a power point presentation for the meeting.
- c. Update on Response to the EDA's RFP for Real Estate Agent / Broker Services  
The Board discussed the fact there were no proposals submitted. Erickson said he spoke to two of the four agents the RFP was sent to. The Board said they wanted to keep the RFP the same and to send it out to more than just local agents/brokers this time. Several Board members said they would provide agent/broker contact information to Erickson so he can sent the RFP to them as well.

## **7. OTHER BUSINESS**

- a. Additional Items to be Discussed  
Prigge asked if there were any additional items to be discussed. There were no additional items.
- b. Items for the March 15, 2018 Agenda  
The Board requested the following items: (1) Financial Incentive Programs; (2) review of proposals for Real Estate Broker/Agent for Lonsdale Business Park Outlots; (3) U of M Extension BRE visit training; and (4) funding request presentation.

## **8. ADJOURNMENT**

A motion was made by Daleiden and seconded by Benninghoff to adjourn the meeting at 8:45 am. Vote for: Benninghoff, Prigge, Furrer, Rivers and Daleiden; Against: None; Vote 5-0. Motion carried.

Respectfully Submitted:

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Joel A. Erickson, City Administrator