

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
FEBRUARY 18, 2021**

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, Simon and Pelava

MEMBERS ABSENT:

Benninghoff

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

Shanna Gutzke-Kupp, Melissa Kreuser, Joanne Erickson and Jenni Wickman of the Lonsdale Area Chamber of Commerce

2. AGENDA

Prigge asked if there were any additions, deletions or corrections to the agenda. Erickson requested Resolution 2021-01 be added to the agenda. A motion was made by Pelava and seconded by Furrer to approve the agenda with the addition of Resolution 2021-01. Vote for: Rasmussen, Daleiden, Prigge, Furrer, Simon and Pelava; Against: None; Vote 6-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE JANUARY 21, 2021 MEETING

Prigge asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Simon to approve the minutes from the January 21, 2021 meeting. Vote for: Rasmussen, Daleiden, Prigge, Furrer, Simon and Pelava; Against: None; Vote 6-0. Motion carried.

4. CONSIDER APPROVAL OF THE JANUARY 2021 TREASURER'S REPORT AND MONTHLY BILL(S)

Erickson said January had a beginning balance of \$274,211.47, revenues of \$552.08 and expenses of \$2,182.87 for an ending balance of \$272,580.68 between the two accounts. He said the revenue was for The Pet Stop Vet Clinic loan payment and expenses included payroll and Spectrum Reach. Erickson said that Lonsdale Hardware and Rental has paid both of their loans off early. A motion was made by Furrer and seconded by Daleiden to approve the January 2021 Treasurer's Report and monthly bills. Vote for: Rasmussen, Daleiden, Prigge, Furrer, Simon and Pelava; Against: None; Vote 6-0. Motion carried.

5. OLD BUSINESS

a. Update on the Business Retention & Expansion Program

Erickson reviewed the survey results, the strategies (Business Support, Workforce Strategies, Community Identity and Availability/Cost of Land) and possible projects to improve economic development in Lonsdale. Prigge said the Board should review the information more in depth at the March meeting.

b. Discuss Economic Development with the Lonsdale Area Chamber of Commerce and the “Old Town Lonsdale” Group

Erickson said it was decided at the January meeting to invite the LACC and Old Town Lonsdale group to the meeting to discuss what can be in the short term to increase economic development until the EDA holds its BR&E retreat in July. Erickson reviewed things that have been done over the years including but not limited to Lonsdale first!, various “Lunch and Learns” hosted by the LACC, façade rehabilitation grant program, Small Cities grant funding, CARES, etc. Gutzke-Kupp said she found it interesting that so many businesses want more information on utility rebates and suggested an informational meeting be held where Xcel, Steele Waseca Cooperative Electric and Minnesota Valley Electric are present to go over and answer questions on the rebate programs they respectively provide. Kreuser suggesting having Bevcomm give a presentation on cyber-security, similar to the one she recently attended at the New Prague Rotary Club. Prigge asked what could be done better together versus individually? Simon said in general most businesses downtown want to increased foot traffic, marketing and a focus on downtown versus the business park. Kreuser said businesses want more support from the community and development of employees. She said the report provides a good roadmap, the focus should be on two or three priorities and working together is better than not. Simon asked if Community Day was planned for 2021. Gutzke-Kupp said yes and the committee is planning on it. Rasmussen said management training would be a good event. Simon said about 15 years ago, several businesses attended management training that was hosted by South Central College or the Small Business Development Center. Rasmussen said he would contact SMIF on what programs they have available to improve the “Take Action” items that were rated “low satisfaction / high importance”. Joanne Erickson said Something For All has been open for 15 years and people still do not know about it. She said she does a lot of marketing as well. Simon suggested inviting the home occupations or cottage industries to sell items/market their businesses at Community Day. Prigge suggested the Lonsdale Area News Review should do a “Business Spotlight” every so often. The Board discussed allowing off-premise advertising to promote businesses. Simon suggested signage on the streetlights at the intersection of Highway 19 and Main St. Daleiden said that having MN DEED or the Small Business Development Center conduct relevant training is good but another option could be residents that have experience in specific areas such as finance, marketing, HR, etc. Gutzke-Kupp promoted the upcoming State of the City Address on Thursday, February 25, 2021 at the Library at noon. The general consensus of the Board was to assist with coordination of training and to invite all businesses.

6. NEW BUSINESS

a. Discuss Digital Marketing Proposals

Erickson said he received proposals from APG and Spectrum Reach, which are included in the packet. He said he spoke to Vivial and thought a meeting was scheduled to discuss receiving a proposal but that apparently was not the case. Erickson said APG's proposal contains several options for display ads and pre-roll. He said Spectrum Reach's proposal contains pre-roll. He said if the Board has any questions, wants to make changes to proposal content (display ads/pre-roll) he will coordinate that with each company to revise their proposals and have them attend the March meeting to present and go over their respect proposals. The Board discussed marketing in general, who to market to and where. Simon suggested the videos somehow highlight specific businesses. A motion was made by Rasmussen and seconded by Furrer to approve the proposal submitted by APG for \$1,000/month to include pre-roll and display ads.

7. OTHER BUSINESS

a. Additional Items to be Discussed

None

b. Items for the March 18, 2021 Agenda

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

8. ADJOURNMENT

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

The meeting ended at 8:55 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator