

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

**1. CALL TO ORDER**

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

**MEMBERS PRESENT:**

Daleiden, Prigge, Furrer, Simon and Pelava

**MEMBERS ABSENT:**

Benninghoff and Rasmussen

**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 Daleiden to approve the agenda as presented. Vote for: Daleiden, Prigge, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

**3. CONSIDER APPROVAL OF THE MINUTES FROM THE FEBRUARY 18, 2021 MEETING**

Prigge asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Pelava to approve the minutes from the February 18, 2021 meeting. Vote for: Daleiden, Prigge, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

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

Erickson said February had a beginning balance of \$126,758.88, revenues of \$8,618.60 and expenses of \$1,722.35 for an ending balance of \$133,655.13 between the two accounts. He said the revenue consisted of The Pet Stop Vet Clinic loan payment and the payoff of Lonsdale Hardware's loan and expenses included payroll, a name plate and Spectrum Reach. Furrer asked if Lonsdale Hardware paid their loan off early. Erickson said yes, the loan was paid off several years early. A motion was made by Simon and seconded by Daleiden to approve the February 2021 Treasurer's Report and monthly bills. Vote for: Daleiden, Prigge, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

## **5. OLD BUSINESS**

### **a. Update on the Business Retention & Expansion Program**

Prigge said the Retreat has been delayed until July so it can be conducted in person to create excitement and energy for implementation of projects. She said the EDA will still be active until July with certain items being worked on until then. Erickson said he was back and forth on when to conduct the Retreat but recommended it be held in person. Simon said she liked the information but it lacked action items. Prigge said the action items will come from the Retreat based on the survey results. Simon suggested the EDA establish a contest for entrepreneurs to complete against each other for the best business startup idea and upon opening, they be awarded a prize. Prigge suggested the EDA participate/have a booth at Community Day. Simon asked what was on the agenda for the upcoming Lunch & Learn. Erickson summarized the agenda. Simon suggested a postcard invite be sent out.

### **b. Update on Digital Marketing**

Erickson said he was meeting with APG next week to discuss the upcoming marketing plan. The Board held general discussion on digital marketing.

## **6. NEW BUSINESS**

### **a. “Business Support” Lunch & Learn – March 30, 2021**

Prigge said she is excited the program is happening and that it will be a good thing. Prigge asked Joy Cherney if she had any questions. Cherney said she did not have any questions and she worked with the “Old Town” group and they accomplished their goal of getting on the City/EDA’s radar. Simon said she thought the group was done. Cherney said no and that the group is reevaluating moving forward. There was general discussion on downtown, the business park and what is next after the March 30<sup>th</sup> event. Erickson said the next Lunch & Learn is scheduled for June and will cover energy rebates, which according to the BR&E survey, businesses wanted more information on. Simon asked if there is outreach to new businesses after they have been open for a couple of months. Erickson said there is nothing formal done. Prigge asked who is responsible for that, the Chamber or the EDA. Simon said in the past, the EDA would meet with businesses owners to see how things are going. Erickson said that was part of the EDA’s own BR&E program, where businesses were interviewed to a much lesser extent than the recent BR&E program. Pelava said he would make a proposal to the Chamber to gauge interest in following up with new businesses.

## **7. OTHER BUSINESS**

### **a. Additional Items to be Discussed**

None

### **b. Items for the April 15, 2021 Agenda**

The Board requested the following item(s) on the April agenda: (1) Business Retention & Expansion Program Update (2) Lunch & Learn Update and (3) digital marketing

**8. ADJOURNMENT**

A motion was made by Pelava and seconded by Simon to adjourn the meeting. Vote for: Daleiden, Prigge, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

The meeting ended at 7:59 am.

Respectfully Submitted:

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Joel A. Erickson, City Administrator