

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
MARCH 21, 2013**

1. CALL TO ORDER

Vice President Duban called the meeting to order at 7:02 am in the City Council Chambers at 415 Central St. W.

MEMBERS PRESENT:

Zellner, Furrer, Duban, Lieske, Kuchinka and Pierskalla

MEMBERS ABSENT:

Daleiden

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

None

2. AGENDA

Duban asked if there were any additions, deletions or corrections to the agenda. A motion was made by Pierskalla and seconded by Kuchinka to approve the agenda. Vote for: Zellner, Furrer, Duban, Kuchinka and Pierskalla. Against: None Vote 5-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE FEBRUARY 21, 2013
REGULAR**

Duban asked if there were any additions, deletions or corrections to the minutes. A motion was made by Pierskalla and seconded by Zellner to approve the minutes of the February 21, 2013 regular meeting. Vote for: Zellner, Furrer, Duban, Kuchinka and Pierskalla. Against: None Vote 5-0. Motion carried.

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

Erickson said January had a beginning balance of \$240,155.15, revenues of \$636.35 and expenses of \$3,845.83 for an ending balance of \$236,945.67. He said there were two invoices totaling \$1,688.00 for review and approval. A motion was made by Furrer and seconded by Zellner to approve the February 2013 Treasurer's Report and the two invoices. Vote for: Zellner, Furrer, Duban, Kuchinka and Pierskalla. Against: None Vote 5-0. Motion carried.

Lieske attended the meeting.

5. OLD BUSINESS

a. Discuss the Proposed Streetscape Design

Erickson reviewed the February 21, 2013 meeting where the streetscape was discussed with Main Street property owners and business owners. He said based on concerns at that meeting, a new plan was drafted so: (1) no parking was eliminated and (2) the bump outs proposed to be located at the intersection of Main St. N. and Railway were moved to the north side of the intersection with the road taper eliminated and the plantings would be behind the curb. He said that full length semi's would not be able to access Main St. from Highway 19. Lieske said that County Market needs semi's to deliver product. There was general discussion that semi traffic could access Main Street via Industrial Dr. SE for Main St. S. and 8th Ave NE and Fig St. NE for Main St. N. Furrer and Kuchinka both asked if the project was going to get done or not. Zellner said it was hard to say one way or the other because sidewalk improvement costs were not provided to the Board. Erickson said to replace the existing sidewalk, it is estimated to cost about \$70,000.00. Zellner questioned if spending \$120,000.00 on four bump outs would give the EDA its best cost benefit. Furrer said if the streetscape project is not completed, what are the EDA's goals. Pierskalla said the streetscape project should be done. The Board held general discussion on the cost of the project and the cost-benefit. Duban said a sign for Main Street should be constructed on the City owned property at the intersection of Highway 19 and Baldwin St. NE.

Furrer asked if not the streetscape project, what is next for the EDA? Zellner suggested marketing. Pierskalla asked what type of marketing. Pierskalla suggested the Board review its goals established for 2013. Zellner said money could be spent on new lights for Main St. or more funds allocated to the Main St. Park. A motion was made by Duban and seconded by Zellner to terminate the streetscape project. Vote for: Zellner, Duban and Lieske Against: Furrer, Kuchinka and Pierskalla Vote 3-3. Motion failed.

A motion was made by Furrer and seconded by Pierskalla to more forward with construction of the streetscape project. Vote for: Furrer, Kuchinka and Pierskalla Against: Zellner, Duban and Lieske Vote 3-3. Motion failed.

A motion as made by Pierskalla and seconded by Zellner to table the project until the April 18, 2013 meeting. Vote for: Zellner, Furrer, Lieske, Kuchinka and Pierskalla Against: Duban Vote 5-1. Motioned carried.

b. Discuss Proposed Park Improvements to the Property Located at 127 Main St. N.

Erickson reviewed the history of the park. Kuchinka said that crab trees should not be incorporated in the landscape because of their fruit, which can be a mess. Zellner asked if the funds allocated to the streetscape could be used to purchase the Carey property, demolish the house and incorporate parking into the site. She also suggested adding new street lights.

c. Update on the Business Park

Erickson provided the board with an update on the business park project. He said the preliminary plat public hearing will be held on April 18, 2013, the plans and specifications are currently being worked on and meetings continue to be held on the sale of the property. He said a business park sign will be placed in the northeast corner of the property.

6. NEW BUSINESS

a. Review Marketing Materials and the EDA Webpage

Erickson said with the EDA's webpage updated, he recommended the Board review the marketing materials that were done several years ago. He said he updated them recently to give to a business but said the Board should review the content to make sure it is what is wanted. Zellner asked how the EDA's marketing materials compared to other communities. Erickson said other communities have nice glossy detailed folders with glossy single sheet materials.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Furrer asked if the EDA was supposed to have a booth at the Chamber Expo. Erickson said no, it was only a financial contribution of \$50.00. Pierskalla said since the EDA will be reviewing everything it does and establishing new goals for 2013, he questioned if the Lonsdale 1st Program should continue. The consensus of the Board was for the Lonsdale 1st Program to continue.

b. Items for the April 18, 2013 Agenda

The Board requested the following items be on the April 18, 2013 Agenda: (1) streetscape/park; (2) marketing materials/website; (3) 2013 goals

8. ADJOURNMENT

A motion was made by Pierskalla and seconded by Furrer to adjourn the meeting at 8:40 am. Vote for: Zellner, Furrer, Duban, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator