

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
APRIL 15, 2021**

1. CALL TO ORDER

Prigge called a meeting of the Lonsdale Economic Development Authority to order at 7:07 am.

MEMBERS PRESENT:

Rasmussen, Daleiden, Prigge, Simon and Pelava

MEMBERS ABSENT:

Benninghoff and Furrer

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: Rasmussen, Daleiden, Prigge, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

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

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

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

Erickson said March had a beginning balance of \$133,655.13, revenues of \$552.08 and expenses of \$1,767.51 for an ending balance of \$132,439.70 between the two accounts. He said the revenue was The Pet Stop Vet Clinic's loan payment and expenses included payroll and Spectrum Reach. Erickson said the only bill to be paid in April was for the Lunch & Learn sponsorship in the amount of \$550.26. A motion was made by Pelava and seconded by Daleiden to approve the March 2021 Treasurer's Report and monthly bill(s). Vote for: Rasmussen, Daleiden, Prigge, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Update on the Business Retention & Expansion Program

Erickson provided an update on selling land in the Business Park. Simon asked if the EDA/City should be marketing the proposed building proposed for the Business Park. Erickson said no because given the investment necessary, the owner will have commitments prior to the start of construction. Prigge agreed because it is private, the EDA should not be involved. Simon said it might be worthwhile to market the building.

b. Review of “Business Support” Lunch & Learn – March 30, 2021

Erickson summarized the event and said it was worthwhile. He asked what the Board thought about the content and any potential changes for upcoming events. Prigge said she was pleased with the event. The Board agreed that attendance and the content were good, new Chamber members attended and that the assistance provided by the Small Business Development Center can help businesses from start to finish. Simon asked if any businesses reached out to the Small Business Development Center. Erickson said he did not know because that information is confidential. Rasmussen said he reached out to the Small Business Development Center and asked about grant funding. He suggested the EDA consider grants for business expansion.

c. Update on Digital Marketing

Erickson said he is working with APG on creation of the display ads. He said the ads will have different photos than the ones used with Spectrum Reach and include the MN DEED Shovel Ready logo but have the same message.

6. NEW BUSINESS

a. Discuss the America Rescue Plan – Coronavirus Local Fiscal Recovery Fund (CLFRF)

Erickson said based on recent information, the City will be receiving approximately \$480,000 in funding to assist recovering from the COVID-19 Health Pandemic. He said he recommended the EDA discuss a policy and an amount to be allocated to businesses affected by COVID-19. The Board discussed the last round of business funding and marketing. Rasmussen asked if the EDA could provide funding as an incentive to get vacant building on Main St. occupied. Simon said no because the vacant buildings are not due to COVID-19. The Board held general discussion on the amount of funding and recommended grants in the amount of \$5,000 be available. The Board also discussed the last round of funding when nearly \$100,000 was provided to businesses and residents, how the program was marketed, that the same application should be used and there be a sunset date for the program.

b. Discuss Off-Premise Signage

Erickson said the EDA has discussed this in the past and reviewed items to consider including: (1) are they necessary; (2) location; (3) size; (4) number allowed; (5) design standards; (6) publicly or privately owned; and (7) cost. Daleiden said it seems the City can regulate location, etc. but not content due to First Amendment concerns. Simon said she recommends directional signs be added to the light poles at Main and highway 19. Rasmussen said he recommended a limit of around two off-premise signs be allowed. Prigge asked if the City/EDA or businesses should be responsible to market their

businesses. Erickson said directional signage is not uncommon and is used on other communities. Simon said there is a difference if a business is located on Main St. compared to Highway 19. Prigge said she did not support using public funds for the signs.

7. OTHER BUSINESS

a. Additional Items to be Discussed

The Board reviewed promotional information provided by SMIF on recent happenings and how the EDA's contribution was used in the region.

b. Items for the May 20, 2021 Agenda

The Board requested the following item(s) on the May agenda: (1) Off-Premise Signage and (2) American Rescue Plan.

8. ADJOURNMENT

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

The meeting ended at 8:35 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator