

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
MAY 15, 2014**

**1. CALL TO ORDER**

Furrer called the meeting to order at 7:01 am in the City Council Chambers at 415 Central St. W.

**MEMBERS PRESENT:**

Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden

**MEMBERS ABSENT:**

None

**STAFF PRESENT:**

Joel Erickson, City Administrator

**OTHERS PRESENT:**

Evelyn Duban

**2. AGENDA**

Furrer 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 as presented. Vote for: Prigge, Zellner, Furrer, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE APRIL 17, 2014 REGULAR**

Furrer asked if there were any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Prigge to approve the minutes of the April 17, 2014 regular meeting. Vote for: Prigge, Zellner, Furrer, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

**4. CONSIDER APPROVAL OF THE APRIL 2014 TREASURER'S REPORTS AND MONTHLY BILL(S)**

Erickson said April had a beginning balance of \$230,004.78, revenues of \$516.35 and expenses of \$2,569.52 for an ending balance of \$227,951.61. Furrer asked if the mileage paid was for attending CVN. Erickson replied yes and also for attending an economic development meeting in Faribault. A motion was made by Pierskalla and seconded by Zellner to approve the April 2014 Treasurer's Report and monthly bill(s). Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

**5. OLD BUSINESS**

a. Update on I-35 Billboard

Erickson said the letter reviewed by the Board at the last meeting was sent to State Senator Kevin Dahle, State Representative David Bly and MN DEED. He

said he received a response from both Dahle and Bly. He said Bly had the legislative assistant to MnDoT look into the request and provided Erickson the same information MnDoT provided the City several years ago. Erickson also said that Bly said if there was anything else he could do, to let him know. Erickson said he reiterated to Bly that the City wants to pursue getting approval for the sign. He said he would keep pushing for approval of the sign.

b. Discuss Lonsdale First Program Marketing

Erickson said the Board has been reviewed options to increase business promotion and customer participation in the program. Kuchinka said the program and shopping local are important to the local economy. Prigge said there should be a bright colored sign with a large picture of the Lonsdale First! logo and the saying "Get your stamp" on it. Prigge said the sign should be in landscaped format and simple. Furrer suggested getting banners to place around town to create a buzz about the program. The Board liked the idea of a banner on each side of town promoting the program and shopping locally. The Board discussed other marketing ideas such as: the City's website, local access channel, newspaper, phone bills and the Lonsdale Happenings Facebook page. Furrer asked about prizes and if they were determined last month. Erickson said the cash prizes were approved at the last meeting. Prigge said the program is the EDA's and suggested providing businesses promotional ideas to use to increase participation. Zellner recommended using testimonials of Lonsdale Country Market and Jessy's FoodMart. Furrer, Zellner and Prigge said they would all help market the program.

c. Update on Video Marketing

The Board discussed the video and all said it was good.

d. Discuss Events / Conferences to Attend to Market Lonsdale

Erickson said this topic has been discussed at each of the last several meetings and a decision should be made on how to proceed. Kuchinka said the Board should do something. The Board discussed starting small and purchasing a banner and table throw. A motion was made by Prigge and seconded by Kuchinka to purchase a banner and table throw from EdinaAllegra in the amount of \$704.00. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried. The Board directed staff to use the traditional logo on the banner and put several pictures and what amenities Lonsdale has to offer businesses and residents.

e. Booth Amenities (table, skirt, backdrop, etc.)

This item was discussed previously in the meeting.

f. Update on the Main Street Plaza / Veteran's Memorial Project

Erickson said construction has resumed on the Plaza. He said the Park Board has scheduled a ribbon cutting ceremony for June 10, 2014 at 6:00 pm and invited the Board. He said construction will be completed by then. Kuchinka said the City's insurance should be made aware of the project and added as a scheduled item for

a possible lower deductible. Erickson said the Veteran's Memorial Committee has met several times and came up with the site plan included in the packet. He said the City received a grant in the amount of \$9,900.00 and the focal point will be a polished black granite monument highlighting each branch of the military, a POW/MIA memorial, a flagpole, benches and plantings. He said construction will take place in 2015 with the dedication in the fall of 2015.

g. Main Street Beautification – Stripping of Parking/Painting of Curb

Erickson said he contacted a striping company in Owatonna and received a quote of \$1,236.00 for the layout and striping. He said the main difference is the engineer's estimate priced out epoxy paint and the quote received is for high quality oil based paint. A motion was made by Prigge and seconded by Furrer to approve the quote submitted by Mike Seykora in the amount of \$1,236.00 for the layout and striping of two blocks of Main St. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried. Erickson said he would contact Rice County Highway Department to get a right of way permit so the work can get done.

h. Update on Main Street Flower Planters

Lieske said he would plant the planter in front of his business. The Board agreed they would plant the planters that are not planted by businesses.

**6. NEW BUSINESS**

a. Consider Approval to Reschedule the June 19, 2014 Regular Meeting to Thursday, June 12, 2014 at 7:00 pm

Erickson said he would be attending the League of Minnesota Cities Annual Conference and not able to attend the June EDA meeting. He requested the Board consider rescheduling the meeting for Thursday, June 12, 2014 at 7:00 pm. A motion was made by Furrer and seconded by Kuchinka to reschedule the June 19, 2014 meeting to June 12, 2014 at 7:00 pm. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

b. Consider Approval to Contribute \$400.00 Towards an Intern Through Rice County to Provide Lonsdale with Economic Development Assistance

Erickson said he has been approached by Deanna Kuennen of Rice County to determine if Lonsdale is interested in cost sharing on an intern for economic development in the amount of \$400.00. Erickson said the majority of the interns work, specific to Lonsdale will be data entry into the State's new site selector website. Furrer said staff needs to make sure Lonsdale gets is fair share of hours. A motion was made by Prigge and seconded by Zellner to contribute \$400.00 towards an intern for economic development activities specific to Lonsdale. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

**7. OTHER BUSINESS**

a. Additional Items to be Discussed  
None

b. Items for the June 12, 2014 Agenda

The Board requested a phone app for the City, a banner/table throw update and University of Minnesota Extension Office (business/industry selection) be added to the June agenda.

**8. ADJOURNMENT**

A motion was made by Furrer and seconded by Prigge to adjourn the meeting at 8:27 am. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

Respectfully Submitted:

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Joel A. Erickson, City Administrator