

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
MAY 16, 2013**

1. CALL TO ORDER

President Lieske called the meeting to order at 7:00 am in the City Council Chambers at 415 Central St. W.

MEMBERS PRESENT:

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

MEMBERS ABSENT:

Kuchinka

STAFF PRESENT:

Joel Erickson, City Administrator

OTHERS PRESENT:

None

2. AGENDA

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

3. APPROVAL OF THE MINUTES FROM THE APRIL 18, 2013 REGULAR

Lieske asked if there were any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Furrer to approve the minutes of the April 18, 2013 regular meeting. Vote for: Furrer, Duban, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

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

Erickson said April had a beginning balance of \$235,646.47, revenues of \$522.35 and expenses of \$5,064.21 for an ending balance of \$231,104.61. He said there was an invoice for engineering totaling \$1,748.00 for review and approval. A motion was made by Furrer and seconded by Pierskalla to approve the April 2013 Treasurer's Report and the invoice. Vote for: Furrer, Duban, Lieske, Pierskalla and Daleiden. Against: None Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Update on the Lonsdale Business Park

Erickson said the City Council made a purchase offer on the property proposed for the business park on April 11, 2013. He said staff has discussed the offer with the property owner. He said the property owner is reviewing the offer.

b. Review the Economic Development Section of the City's Comprehensive Plan

Erickson summarized the proposed draft completed to date. He said the Board needs to review the three goals stated in the current Economic Development section of the Comprehensive Plan. The Board stated the goals and strategies for the revised section will be:

Economic Development Goal # 1:

To create jobs and increase tax base by both ensuring commercial and industrial growth and maintain existing businesses.

Strategies:

1. Continue to coordinate economic development activities by working with economic development related organizations such as the Lonsdale Area Chamber of Commerce, Lonsdale Economic Development Authority, Rice County and neighboring communities.
2. Investigate alternative fiscal incentives to attract new desired industries to Lonsdale.
3. Continue to support or expand local commercial and industrial business retention and expansion initiatives.
4. Maintain a balanced tax base with a mixture of commercial and industrial employers in the community.
5. Recognize the fundamental link between housing and economic development and work to match housing availability with community employment.
6. Improve gateway districts with landscaping setbacks, lighting, signs and architectural requirements at the entrances to towns.
7. Work with Tri-City United School District #2905 and New Prague School District #721 to expand and/or locate a second school in Lonsdale.

Economic Development Goal # 2:

Promote efficient, planned commercial and industrial expansion within the City's growth areas, accessible to public infrastructure and transportation.

Strategies:

1. Encourage compact and mixed-use commercial developments that will make efficient use of infrastructure and resources.
2. Ensure new commercial and industrial areas are served with adequate municipal infrastructure and public services to avoid potential adverse impacts to such services.
3. Work to discourage or control truck traffic generated by Commercial/Industrial activity from penetrating residential neighborhoods.

4. Work with the Minnesota Department of Transportation to upgrade Minnesota State Trunk Highway 19 to a 10-ton road west through town to County Road 2.
5. Promote open space within commercial and industrial developments.
6. Industrial area should be adequately screened and appropriately landscaped and designed according to City standards. For both existing and new industrial development, regulations should be maintained with criteria regarding: building appearance and materials; screening of outside storage areas; screening of off-street parking facilities; use of landscaping and proper handling of environmentally sensitive areas.

Economic Development Goal #3:

Strengthen and revitalize the downtown district.

Strategies:

1. Prepare a Master Plan for the downtown district.
2. Promote the rehabilitation and redevelopment of existing downtown commercial facilities by providing financial programs and assistance.
3. Promote redevelopment of incompatible and/or functionally obsolete buildings downtown.
4. Promote public-private partnerships to provide façade and other private improvements and to act as a catalyst for additional private development.
5. Connect new development areas to downtown with connecting streets, sidewalks and trails.
6. Upgrade public infrastructure, i.e., landscaping, lights, sidewalks (explore alternatives).
7. Allow residential uses above commercial buildings.
8. Pursue a Small Cities Development Program grant for housing and economic rehabilitation in the downtown area if significant interest exists from the business community.
9. Work to preserve landmarks such as the railroad bed, the grain elevator and the 3R Landmark School.
10. Rezone properties on Highway 19 for commercial use as per the Comprehensive Land Use Plan.
11. Encourage the use of side alleys and underutilized parking areas for commercial plaza activities.
12. Work to provide a solution to parking problems downtown and recognize that a perceived parking problem is a sign of success.
13. Establish public parking areas that maximizing accessibility to major activity areas, i.e., potentially improve the Trender Memorial Park parking lot to serve both as park and downtown parking.
14. Identify redevelopment or reuse opportunity sites and work to redevelop these sites for the betterment of downtown.

Economic Development Goal # 4:
Marketing

Strategies:

1. Promote and continue the Lonsdale 1st Program.
2. Improve the City's website, specifically the EDA's webpage.
3. Utilize media such as: television, social media (YouTube, Facebook, Twitter, etc.), radio stations.
4. Lonsdale Community Days

c. Discuss Ideas for Marketing Lonsdale/Businesses

Ideas for marketing were discussed during revising the Comprehensive Plan.

d. Update on the Main Street Park

Erickson said at a recent City Council meeting, a \$10,000.00 transfer was made from the Liquor Fund to the Park Fund to finance the Main Street Park/Plaza, which now totals \$40,000.00. He said the Board and planning committee have done a good job of starting the process to establish a park/plaza on Main Street and recommended the project be turned over to the Park Board for construction. He said the amenity selections made by the Board such as bench and table design, will be incorporated into the project. The Board agreed the Park Board should take over the project.

6. NEW BUSINESS

- a. None

7. OTHER BUSINESS

a. Additional Items to be Discussed

Furrer said that "SOS" Sight On Survival is a new business on Main Street that recently opened. She suggested and the Board agreed that business visits should be restarted and coordinated by the EDA.

b. Items for the June 27, 2013 Agenda

The consensus of the Board was to continue working on revising Chapter 6 of the City's Comprehensive Plan.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Duban to adjourn the meeting at 8:59 am. Vote for: Furrer, Duban, Lieske, Kuchinka and Daleiden. Against: None Vote 5-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator