

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
MAY 17, 2018**

1. CALL TO ORDER

Prigge called the meeting to order at 7:04 am in the City Council Chambers, 415 Central St. W.

MEMBERS PRESENT:

Cherney, Benninghoff, Furrer and Daleiden

MEMBERS ABSENT:

Zellner, Rivers and Daleiden

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

Mayor Tim Rud

2. AGENDA

Prigge said the agenda went through 7B and asked if there were any additions, deletions or corrections to the agenda. A motion was made by Cherney and seconded by Benninghoff to approve the agenda as presented. Vote for: Cherney, Benninghoff, Prigge and Furrer; Against: None; Vote 4-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE APRIL 19, 2018 MEETING

Prigge asked if there were any additions, deletions or corrections to the minutes. Benninghoff said the minutes state he was absent but he was present at the meeting. A motion was made by Furrer and seconded by Benninghoff to approve the minutes of the April 19, 2018 Regular Meeting with the noted revision. Vote for: Cherney, Benninghoff and Furrer; Against: None; Abstained: Prigge; Vote 4-0-1. Motion carried.

4. CONSIDER APPROVAL OF THE APRIL 2018 TREASURER'S REPORT AND MONTHLY BILL(S)

Erickson said April had a beginning balance of \$54,751.41, revenues of \$1,935.95 and expenses of \$2,526.25 for an ending balance of \$54,161.11. He said there were several bills to be paid in May, which total \$997.00. Furrer asked if the expense for payroll was consistent. Erickson replied yes, except for the months with three payrolls. A motion was made by Benninghoff and seconded by Cherney to approve the April 2018 Treasurer's Report and monthly bill(s). Vote for: Cherney, Benninghoff, Prigge and Furrer; Against: None; Vote 4-0. Motion carried.

5. OLD BUSINESS

a. Attendance at the University of Minnesota/Extension 2018 Business Retention & Expansion Training Courses

Erickson said when he went to register for the training, he was notified the training was cancelled due to lack of interest. He said he was told that there is new/fresh information on BRE coming soon. Prigge said she was disappointed it is not happening. Erickson said webinars on BRE will be starting again in September and that he would provide the Board the links to the webinars so they can participate. Prigge asked the Board if there were businesses the EDA should be visiting. Furrer suggested Lonsdale Hardware because they have several loans through the EDA. The Board discussed visiting Pet Stop Veterinary Clinic, Taste of Lonsdale, TMI and Midwest Cryogenics. Erickson said he would contact the businesses to gauge their interest.

b. Update on Participation in LACC/Copy Right Video Project

Erickson said the video was done on April 24th and participants were: himself, Laura Prigge, Wendy Whitney of Pet Stop Vet Clinic who spoke about building a new building, reasons why she located in Lonsdale and the EDA's Revolving Loan; Jamie Mackenthun of Mackenthun's Fine Foods who talked about why they purchase Fred's; and Randall Rivers of MN Millworks & Fixtures, who talked about workforce and access to capital. Furrer asked where the videos would be located. Erickson said the City's website, email signature and possibly social media. Erickson said the CopyRight wanted to get some video with foliage in it and expects the videos to be completed soon.

c. Discuss the 2019 EDA Budget

Erickson reviewed the EDA's 2019 Funding Request letter and said the City Council has begun the 2019 budget process. He said past discussion has focused on requesting \$50,000 from the property tax levy and capping the fund balance at \$300,000. Cherney said he could not recommend funding for the EDA and the current funds should be managed. He said he was concerned about requesting funding with no results. He said he is looking into an Infrastructure Trust Fund to be used by the EDA as a revenue source. Prigge said the EDA needs some funding so that at every meeting, the Board does not continue to say, "that would be great but we do not have funding". Prigge said the EDA has proven results such as marketing and providing loans to businesses. The Board held general discussion on funding, historical information, the fact the EDA essentially breaks even each month and that the Business Park is the City's greatest asset. A motion was made by Cherney and seconded by Benninghoff to approve the funding request letter. Vote for: Cherney, Benninghoff, Prigge and Furrer; Against: None; Vote 4-0. Motion carried.

6. NEW BUSINESS

a. Mayor Tim Rud

Mayor Rud said he was attending the meeting to thank the Board for their effort and commitment to the City. He said the EDA is important and stated the loan to Taste of Lonsdale is a prime example of success. He said the Business Park is part of the City's vision and an asset. He said good things are happening and Board members care about the City, which matters.

b. Discuss Social Media Marketing – Lisa Schneegens, Buzz 360

Lisa and Klaus Schneegens introduced themselves and Buzz360. Schneegens said social media is about strategy and reaching the right demographic versus just posting. Prigge asked if they had experience working with a City. Schneegens replied no as they mainly focus on politics and advocacy groups but regardless it is about getting your message out and to the right people. Prigge asked what they thought the social media goals should be. Schneegens said the goals would be to get people to move to Lonsdale, increase the number of businesses and to generally make people aware of Lonsdale. Schneegens suggested marketing to businesses in the Airlake Industrial Park. Cherney said Buzz360 has the same values as the Board. Cherney left the meeting at 8:04 am. Benninghoff asked what Buzz360 strategy would be to minimize the amount of negativity on social media. Schneegens said any post can be blocked so only the person posting the message and their friends can see it. Prigge asked if they would design the content for the City. Schneegens said they would design the content but would request information/photos/calendar of events from the City. Schneegens said they would look to the City for information to be posted several weeks out, if that. Prigge asked how much staff time would be involved. Schneegens said not much, thus the intent to hire consultant. Prigge asked how often they would post. Schneegens said the proposal is for two posts per week. She said she would like to see three posts per week but understands there is a budget. Furrer asked if this is for the City overall or the EDA. Erickson said essentially, the City. Furrer asked if the funding would come from the EDA or each department. Furrer asked who would follow up on posted comments and the amount of staff time to follow up. Erickson reviewed the proposal submitted by Buzz360. The Board held general discussion on social media. Benninghoff said social media is one way for the City/EDA to get correct information to the public. Schneegens suggested advertising on social media. Furrer asked how to get the word out about events, etc. She said the Police Department has a Facebook site but questioned how many people actually know they do. Schneegens suggested boosting posts, which is similar to advertising. The Board thanked Buzz360 for attending and presenting their information.

c. Update on the Community Venture Network (CVN) Session – April 13, 2018

Erickson reviewed what CVN was and stated he has provided several companies from the last session information on Lonsdale. He said he would follow up with the businesses.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Prigge asked if there were any additional items to be discussed. The Board discussed activity at the former Flicek's building and Michelle's Café.

b. Items for the June 14, 2018 Agenda

The Board requested social media, Business Retention & Expansion visits and the LACC video project be on the June 14, 2018 agenda.

8. ADJOURNMENT

A quorum was not present. The meeting ended at 8:40 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator