

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
MAY 20, 2021**

1. CALL TO ORDER

Prigge called a meeting of the Lonsdale Economic Development Authority to order at 7:03 am.

MEMBERS PRESENT:

Benninghoff, Prigge, Furrer, Simon and Pelava

MEMBERS ABSENT:

Rasmussen and Daleiden

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

None

2. AGENDA

Prigge asked if there were any additions, deletions or corrections to the agenda. Erickson requested adding “Consider Approval to Sponsor the June 10, 2021 LACC Lunch & Learn (Utility Savings/Rebates)”. A motion was made by Pelava and seconded by Simon to approve the agenda with the requested addition. Vote for: Benninghoff, Prigge, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

3. CONSIDER APPROVAL OF THE MINUTES FROM THE APRIL 15, 2021 MEETING

Prigge asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Simon and seconded by Pelava to approve the minutes from the April 15, 2021 meeting. Vote for: Benninghoff, Prigge, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

4. CONSIDER APPROVAL OF THE APRIL 2021 TREASURER’S REPORT AND MONTHLY BILL(S)

Erickson said April had a beginning balance of \$132,439.70, revenues of \$552.08 and expenses of \$1,439.87 for an ending balance of \$131,551.91 between the two accounts. He said the revenue was The Pet Stop Vet Clinic’s monthly loan payment and expenses included payroll, LACC Lunch & Learn Sponsorship and document recording associated with the SCDP grant. Erickson said the bills to be paid in May are \$300.00 LACC Street Fair sponsorship and APG digital marketing. Furrer asked if the EDA was going to be a regular sponsor of the LACC’s Lunch & Learns. Erickson said when he proofed the invite for the event, he was surprised it said sponsored by the EDA but the event theme did come from the EDA’s BR&E program. The Board held general discussion on the BR&E program. A

motion was made by Furrer and seconded by Benninghoff to approve the April 2021 Treasurer's Report and monthly bill(s). Vote for: Benninghoff, Prigge, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Update on the Business Retention & Expansion Program

Prigge said we are in a holding pattern due to COVID-19 and that the Leadership Team meet with Extension staff to discuss upcoming tasks. The Board discussed tasks and publishing notice of the event in the newspaper and Facebook. The Board agreed the date of the event would be Wednesday, July 14, 2021 at 4:30 pm at the Legion and Subway would be served for the meal and the bar would be open. Erickson asked what the Board wanted to set as a budget. It was stated that the budget would be based on the number of rsvp's.

b. Update on Digital Marketing

Erickson reviewed the number of impressions delivered, clicks, website visits and compared the current statistics with the last month of Spectrum Reach. The Board held general discussion and said they were excited to see the results with APG.

c. Update on the America Rescue Plan – Coronavirus State and Local Fiscal Recovery Funds (CSLFRF)

Erickson reviewed the proposed policy and asked if the Board had any changes since the last meeting. Simon asked how the City was going to advertise the program. Prigge said in the past, staff went door to door and mailed information to businesses. Erickson said he brought this to the EDA in anticipation for discussion at upcoming City Council budget meetings and wanted to have a policy/application ready to go, should the City Council decide to allocate funds for financial assistance.

Prigge left the meeting at 8:00 am.

b. Discuss Off-Premise Signage

The Board held general discussion on off premise and directional signage. Erickson summarized past discussions and comments from the April 2021 Planning Commission meeting. He said the Planning Commission was in favor of not allowing off-premise signage. Erickson asked if the EDA wanted to pursue creating regulations (number, size, location, etc.) for off-premise signage or directional signage for businesses on Main St. The Board held general discussion on location, number of and if COVID-19 funds could be used as business recovery assistance. Erickson said he would contact Northfield to get information on the directional signage they have in their downtown.

6. NEW BUSINESS

a. Discuss Whether or Not to Renew the Commercial-Industrial Exclusive Listing Agreement Sale Between the City of Lonsdale/EDA and Cerron Commercial Properties, LLC

Erickson said the contract with Cerron Properties will end in June and said he was contacted by Bruce Rydeen about extending it. He said he told Rydeen there were

concerns about renewing the agreement, specifically, with Cerron being compensated for leads that come directly to/from the City. Erickson said Rydeen was open to negotiating that fee. Pelava said he was not in support of renewing the agreement because lately, leads have been coming directly to or from a connection to the City. Furrer agreed and said most leads are coming from the City. The Board held general discussion on the pros/cons of the decision to be made and decided to not renew the agreement. A motion was made by Furrer and seconded by Pelava to not renew the agreement with Cerron. Vote for: Benninghoff, Furrer, Simon and Pelava; Against: None; Vote 4-0. Motion carried.

b. Discuss a Property Listing Package Proposed by LoopNet

Erickson said he was contacted by LoopNet regarding listing the Business Park properties on their website. He said he attended a virtual meeting with LoopNet regarding the listing packages available. Erickson said based on the view/click results of other Gold/Silver listed properties in Minnesota, the cost to list the properties on LoopNet is less expensive and the results are similar to the digital marketing campaign. Simon said it seems to be worthwhile. Benninghoff asked if LoopNet could attend the meeting to present the proposal. Erickson said yes and asked if the Board has any questions he can provide them to LoopNet in order to be prepared for the meeting. Benninghoff said he would like to know the number of brokers with access to LoopNet. Furrer asked if there are any additional fees besides the monthly fee. Erickson said he would follow up with LoopNet about attending the June meeting and get answers to the Board's questions.

c. Consider Approval to Sponsor the June 10, 2021 LACC Lunch & Learn (Utility Savings/Rebates)

Erickson said when proofing the invite for the LACC's upcoming Lunch & Learn, it said it was being sponsored by the EDA. He said he contacted the LACC about the sponsorship and that the EDA had not yet committed to sponsoring the event. Erickson said the focus of the event is learning about utility savings/rebates, which BR&E survey respondents said they were interested in knowing about. Simon said she was okay with the EDA sponsoring the event. Pelava said the topic came from the BR&E program and the EDA committed to knocking off the "low hanging fruit" in the meantime before the official role out of the BR&E program. A motion was made by Furrer and seconded by Pelava to approve sponsoring the June 10, 2021 LAC Lunch & Learn. Vote for: Benninghoff, Furrer, Simon and Pelava; Against: None; Vote 4-0. Motion carried. Erickson said based on the survey results, attendees at this event should be different than the typical LAC event because this seems to be geared more towards companies that consume a lot of energy, which typically are manufacturing.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Furrer said that American Family Insurance relocated to Main St. N.

b. Items for the June 17, 2021 Agenda

The Board did not request any specific items.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Pelava to adjourn the meeting. Vote for: Benninghoff, Furrer, Simon and Pelava; Against: None; Vote 4-0. Motion carried.

The meeting ended at 8:37 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator