

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
JUNE 12, 2014**

1. CALL TO ORDER

Lieske called the meeting to order at 7:00 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

Lieske asked if there were any additions, deletions or corrections to the agenda. A motion was made by Furrer and seconded by Kuchinka to approve the agenda as presented. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE MAY 15, 2014 REGULAR

Lieske asked if there were any additions, deletions or corrections to the minutes. A motion was made by Daleiden and seconded by Zellner to approve the minutes of the May 15, 2014 regular meeting. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

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

Erickson said May had a beginning balance of \$227,951.61, revenues of \$516.35 and expenses of \$2,497.17 for an ending balance of \$225,970.79. Furrer asked what the mileage paid was for. Erickson said it was for attending the Steele Waseca Cooperative Electric Annual Meeting and two meetings in Faribault. A motion was made by Pierskalla and seconded by Furrer to approve the May 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 he met with State Representative David Bly regarding getting the sign approved. He said that Bly was going to contact MnDoT directly and if that

did not work, he would consider carrying a bill in the State Legislature that would allow Lonsdale to construct the sign as proposed.

b. Update on Marketing Material

Erickson said he had not ordered the approved table throw and banners. He said he attended the SWCE annual meeting and was glad the items were not ordered because the table throw would not have worked because the table was a six (6) foot table and an eight (8) foot throw was approved.

c. Update on Main Street Beautification – Stripping of Parking/Painting of Curb

Erickson said the Right of Way permit submitted for the project was approved and he needs to talk to the contractor on a start date. Furrer asked if the stripping was going over the watermain break patch near Lonsdale Country Market that Rice County might sealcoat. Erickson said he would look into it.

6. NEW BUSINESS

a. University of Minnesota Extension Office (business/industry selection)

Erickson said this was discussed at the meeting as a possible study to be used by the EDA to recruit new businesses to town. He said this was done in 2009 on a County wide basis as a way to determine which industries to focus marketing on so resources are not wasted. Daleiden said the study can be used to say that we have workers in these industries when we are working with potential businesses. Furrer asked how CVN is going. Erickson said he has informed Rice County which businesses from the session Lonsdale is interested in. He said not all businesses are looking to relocate, some are startups or expanding and looking for financial capital. Furrer said similar to Shark Tank. Zellner asked where the History video is located and if has been sent to the Rice County Historical Society. Erickson said it has not been sent to the Historical Society.

b. Presentation of the 2014-2015 Rice County Economic Development Work Plan

Deanna Kuennen, Rice County Economic Development Director was present to review Rice County's 2014-2015 Work Plan. Kuennen provided a summary of staffing levels in her department, specifically the hiring of two (2) interns to assist with updating the County's and City's information on the State of Minnesota's new available land/buildings website called LOIS. She said the 2014/2015 Work Plan was just updated. She also said she is looking into becoming a members of Greater MSP, Positively MN, etc. Kuennen said she presented at a conference organized by Great Rive Energy regarding Data Centers and she highlighted Lonsdale's business park as a site that meets requirements for Data Centers. Kuennen said her goal is to meet with five to ten broker's per year and establish relationships with each of them. She said with Rochester's big push to become a destination medical center, Rice County has been working to see what companies are interested in Rice County given our location to Rochester and the metro area. Kuennen said Rice County is discussing the possibility of establishing an Economic Development Authority so loans can be coordinated through it, rather than through the HRA as needs to be done now. Furrer asked what the timeline

for a project to be shovel ready is. Erickson said it depends on the project but Lonsdale's project will be shovel ready in four (4) weeks.

c. Discuss the EDA's Proposed 2015 Budget

Erickson said the City Council will be beginning its 2015 budget process in several weeks. He asked the Board what they wanted to accomplish in 2015. He said this will determine the proposed 2015 budget. Erickson suggested marketing. Furrer asked about the legalities of a "finders" fee for people that provide leads to a business that does move to town. Erickson said it would be difficult for the EDA to get funding from the property tax levy given the other needs of the City. The Board discussed continuing with the video marketing, broker's fees and a billboard. Kuchinka asked how funding for broker's fees would work? Erickson and Daleiden said the brokers would be paid by either the City or business that contracts with the broker and the fees would typically come off of the top of any land sales by the City. Kuennen said that brokers are aware of available land and an idea might be to bring them or developers to town. Furrer suggested the City hold a "Broker's Forum" similar to the "Builder's Forum" held in February. She said maybe the billboard should be located in the Minneapolis/St. Paul and not in Rice County for more exposure. The Board discussed a membership to the Minnesota Real Estate Journal. Zellner suggested listing a lot on loopnet.

d. Discuss an "App" for Lonsdale

Erickson said this was discussed at the last Board meeting. He said he researched possible app's and SeeClickFix seems to be a popular app in Minnesota. Erickson said it is mainly for communicating items such as potholes, etc. to the City. He said in speaking with SeeClickFix, they can provide a link from the app to the City's utility billing vendor Payment Network Services. Daleiden said when he brought this idea up, it was to promote the EDA and economic development. He said it could be expanded to allow businesses to use the app to advertise sales, etc. Kuchinka said he would have used the app several weeks ago to notify the City of a dead animal in the road. Prigge said the app is another thing to promote Lonsdale. The Board agreed to have more discussion and look into it further. Board members agreed they would look into it before the next meeting.

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 broker's list and materials and 2015 goals be added to the June agenda.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Zellner to adjourn the meeting at 8:54 am. Vote for: Prigge, Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 7-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator