

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
JUNE 14, 2018**

**1. CALL TO ORDER**

Benninghoff called the meeting to order at 7:02 am in the City Council Chambers, 415 Central St. W.

**MEMBERS PRESENT:**

Cherney, Zellner, Benninghoff, Furrer, Rivers and Daleiden

**MEMBERS ABSENT:**

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**STAFF PRESENT:**

City Administrator Joel Erickson

**OTHERS PRESENT:**

None

**2. AGENDA**

Benninghoff 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 Daleiden to approve the agenda as presented. Vote for: Cherney, Zellner, Benninghoff, Furrer, Rivers and Daleiden; Against: None; Vote 6-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE MAY 17, 2018 MEETING**

Benninghoff asked if there were any additions, deletions or corrections to the minutes. A motion was made by Furrer and seconded by Cherney to approve the minutes of the May 17, 2018 Regular Meeting with the noted revision. Vote for: Cherney, Zellner, Benninghoff, Furrer, Rivers and Daleiden; Against: None; Abstained: None; Vote 6-0. Motion carried.

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

Erickson said May had a beginning balance of \$54,161.11, revenues of \$1,935.95 and expenses of \$1,691.32 for an ending balance of \$54,405.74. He said the only bill to be paid in June was Spectrum Reach. A motion was made by Daleiden and seconded by Cherney to approve the May 2018 Treasurer's Report and June bill(s). Vote for: Cherney, Zellner, Benninghoff, Furrer, Rivers and Daleiden; Against: None; Vote 4-0. Motion carried.

## **5. OLD BUSINESS**

### **a. Social Media Marketing Proposal – Buzz 360**

Erickson said Buzz 360 attended the last EDA meeting to introduce themselves and review their proposal with the Board. Cherney asked where the funds would come from. Erickson said the EDA because the EDA has dealt with marketing and no other department has funds budgeted for this. Cherney said the EDA should not fund this activity, rather the City. Furrer agreed the EDA should not fund this activity because it is more than just economic development. The Board discussed the fact that social media marketing is important and whether or not it be funded by the EDA. Benninghoff said having a social media presence is important, it can diffuse situations and provide the correct information. Zellner asked if the City would retain administrative/ownership rights of the sites and content. The Board discussed the amount of staff time involved and if a member of the EDA would be willing to assist staff. A motion was made by Cherney and seconded by Daleiden to approve the proposal submitted by Buzz 360 for the remainder of 2018, during which time the Board will determine a directive for moving forward and for Benninghoff to assist staff and Buzz 360 with social media. Vote for: Cherney, Benninghoff and Daleiden. Against: Zellner, Furrer and Rivers. Motion failed.

### **b. Business Retention & Expansion Visit Program**

Erickson said the questionnaire used at business visits was enclosed in the packet for review to make sure that the information contained on it is what the EDA wants. Rivers said he would like to see a question asking what the challenges are to businesses for expansion such as transportation, staffing, insurance, housing, etc. Another question is “Why are you located in Lonsdale?” Cherney said the information looks valuable and asked what is done as follow up? Benninghoff said the BRE visits are important. Zellner asked if the Board could vary the schedule to accommodate both Board members and business owners. Erickson said yes. Erickson asked what the Board’s commitment to this is. Rivers said that was a good point. Erickson said he would create a list of businesses and begin scheduling BRE visits.

## **6. NEW BUSINESS**

### **a. Update on Broker for the Sale of Land in the Lonsdale Business Park**

Erickson said he had been working with Cerron Properties on a potential business lead for the Business Park and discussions began on Cerron Properties being the broker for the Business Park. He said the City has a long and good relationship with Cerron Properties/APPRO Development and APPRO was involved with the construction of TMI. Cherney said the EDA decided not to pursue a broker because the City is the best marketer of the Business Park. Erickson said that was correct but based on the fact staff does not have the necessary time, Cerron has many more business contacts, is familiar with Lonsdale and has been involved in possibly two of the three businesses/leads in the Business Park, it makes sense to enter into an agreement with Cerron.

**7. OTHER BUSINESS**

a. Additional Items to be Discussed

Benninghoff asked if there were any additional items to be discussed. Rivers asked what the effects of special assessments on businesses are and what the City does to assist them during construction. Cherney asked about the vacant buildings on Main St.

b. Items for the July 19, 2018 Agenda

The Board requested Business Retention & Expansion visits be on the July 19, 2018 agenda.

**8. ADJOURNMENT**

A motion was made by Furrer and seconded by Zellner to adjourn the meeting. Vote for: Cherney, Zellner, Benninghoff, Furrer, Rivers and Daleiden; Against: None; Vote 6-0. Motion carried. The meeting ended at 8:26 am.

Respectfully Submitted:

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Joel A. Erickson, City Administrator