

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
JULY 18, 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:

Furrer, Duban, Lieske, Kuchinka and Pierskalla

MEMBERS ABSENT:

Zellner and Daleiden

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 Duban and seconded by Pierskalla to approve the agenda as presented. Vote for: Furrer, Duban, Lieske, Kuchinka and Pierskalla. Against: None Vote 5-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE JUNE 27, 2013 REGULAR

Lieske asked if there were any additions, deletions or corrections to the minutes. A motion was made by Kuchinka and seconded by Duban to approve the minutes of the June 27, 2013 regular meeting. Vote for: Furrer, Duban, Lieske, Kuchinka and Pierskalla. Against: None Vote 5-0. Motion carried.

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

Erickson said June had a beginning balance of \$233,775.85, revenues of \$632.23 and expenses of \$171.49 for an ending balance of \$234,236.59. He said there was no invoice(s) for review and approval. A motion was made by Furrer and seconded by Kuchinka to approve the June 2013 Treasurer's Report. Vote for: Furrer, Duban, Lieske, Kuchinka and Pierskalla. Against: None Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Update on the Lonsdale Business Park

Erickson said the grading work has begun and it is expected to continue through September. He said the public improvement portion of the project is currently out for bid and the bid opening is scheduled for July 24, 2013.

- b. Review the Economic Development Section of the City's Comprehensive Plan
The Board continued reviewing the Economic Development chapter of the City's Comprehensive Plan. The Board focused its discussion on the Downtown Revitalization section as follows:

1. Overall goal is to thoroughly consider the purchase of properties as they come up for sale for development/redevelopment projects as properties come up for sale. Adjacent properties will also be discussed at that time as well. The end result would be that properties would be owned by the City/EDA and in their control so when a developer wants to do a redevelopment project downtown, the property is available, making the project more feasible for all involved.
2. The three options for the streetscape project completed in 2007 will be incorporated into the section.

- c. Discuss Ideas for Marketing Lonsdale/Businesses

The Board discussed the use of social media to promote the City of Lonsdale in general. The Board discussed the use of Facebook and Twitter, specifically, the content that would be shared and who is the audience trying to be reached. The Board discussed the use of the Main Street Plaza for events such as teen dances, ice cream socials and other activities. Another option discussed was the fact that Mayor Rud is on KCHK once a month.

6. NEW BUSINESS

- a. None

7. OTHER BUSINESS

- a. Additional Items to be Discussed
None.

- b. Items for the August 15, 2013 Agenda

The consensus of the Board was to finalize working on revising Chapter 6 of the City's Comprehensive Plan, review a Facebook policy, marketing, the Main Street Plaza and the EDA's 2014 budget.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Duban to adjourn the meeting at 8:08 am. Vote for: Furrer, Duban, Lieske, Kuchinka and Pierskalla. Against: None Vote 7-0. Motion carried.

Respectfully Submitted:

Joel A. Erickson, City Administrator