

**MINUTES  
CITY OF LONSDALE  
ECOMONIC DEVELOPMENT AUTHORITY MEETING  
AUGUST 18, 2022**

**1. CALL TO ORDER**

Furrer called a meeting of the Lonsdale Economic Development Authority to order at 7:00 am.

**MEMBERS PRESENT:**

Austin, Rasmussen, Furrer, Simon and Pelava

**MEMBERS ABSENT:**

Daleiden and Prigge

**STAFF PRESENT:**

City Administrator Joel Erickson

**OTHERS PRESENT:**

None

**2. AGENDA**

Furrer asked if there were any additions, deletions or corrections to the agenda. A motion was made by Pelava and seconded by Simon to approve the agenda as presented. Vote for: Austin, Rasmussen, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried.

**3. CONSIDER APPROVAL OF THE MINUTES FROM THE JULY 21, 2022 MEETING**

Furrer asked if there were any additions, deletions or corrections to the minutes. A motion was made by Simon and seconded by Austin to approve the minutes from the July 21, 2022 meeting. Vote for: Austin, Rasmussen, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried.

**4. CONSIDER APPROVAL OF THE JULY 2022 TREASURER'S REPORT AND MONTHLY BILL(S)**

Erickson said July had a beginning balance of \$103,767.62, revenues of \$552.08 and expenses of \$2,745.22 for an ending balance of \$101,574.48. He said the revenue was The Pet Stop Veterinary Clinic's monthly loan payment and expenses included payroll, advertising and 2023 SCDP grant services. Erickson said the bills to be paid in August were advertising and 2023 SCDP grant services. Furrer asked if there were any questions. A motion was made by Pelava and seconded by Austin to approve the July 2022 Treasurer's Report and monthly bills. Vote for: Austin, Rasmussen, Furrer, Simon and Pelava. Against: None; Vote 5-0. Motion carried.

## 5. **OLD BUSINESS**

### a. Update on Digital Marketing (Pre-Roll and Display Ads)

Erickson reviewed last month's activity. He said Display Ads ad interaction decreased but site visits were the same as last month. He said the Pre-Roll completion rate increased and well as site visits. Furrer asked how long the agreement was with APG. Erickson said through the end of the year. Erickson said there is \$13,500 budgeted for marketing in 2023 and recommended the Board discuss what type of marketing will be done in 2023 so it can be implemented in January. Pelava said it is hard to gauge how effective marketing is. Rasmussen suggested changing it up and focus marketing efforts on what is needed such as a pharmacy, DQ, etc. Simon said the Shark Tank event discussed at prior meetings might be a good idea. Rasmussen said the EDA should work with the Community Foundation to receive funding for marketing. Simon said funding from the Community Foundation is only for non-profit organizations. Rasmussen said social media such as Tic Tok should be tried. He said \$13,500 will get a good marketing plan. The Board held general discussion on multiple platforms and websites for marketing. Erickson suggested partnering with the owners of the multi-tenant building to be built on Pondview Dr. SE.

### b. Update on the Business Retention & Expansion Program

Erickson said the process is going slow. The Board held general discussion on the topic, a lack of interest and money for marketing. Erickson suggested the Board determine a plan for moving forward. He said the Chamber is looking for a sponsor for their next networking event in early September and that could be used to promote EDA events for the next six months. Simon said the EDA could use the information already obtained and the first event could be about writing a business plan. Rasmussen said he would contact the Rice County Small Business Development Center about conducting an event. Simon said the owners of the coming multi-tenant building could be partners and if the EDA can get the names of the businesses they have leases with, they can be contacted and invited to an event. Pelava said he would contact Garry Tupy about getting the names of the businesses.

### c. Update on the Small Cities Development Program (SCDP) Grant

Erickson reviewed the results of the interest survey and the proposed target areas. He said the exterior condition of residential structures was determined by Rice County. He said because no commercial interest surveys were returned, he was recommending the grant application focus only on housing to make the application as competitive as possible. Erickson asked the Board if they were okay with the target area proposed. The consensus of the Board was to go with the target area as proposed. Erickson said he would work with Widseth to keep the project moving forward.

## 6. **NEW BUSINESS**

### a. None

**7. OTHER BUSINESS**

a. Additional Items to be Discussed

Rasmussen said the EDA should host a two-three-day music festival. Furrer asked isn't that what Community Days is for. Pelava asked for what purpose. Rasmussen said for a fundraiser. Simon said the Chamber should take the lead on an event like that. Rasmussen said it would benefit many organizations.

Erickson said he is working with a building owner on a Façade Grant application that will be presented at the next meeting.

Furrer asked if the property owners not eligible for the SCDP Grant will be notified of that.

b. Items for the September 15, 2022 Agenda

The Board requested marketing, SBDC, SMIF and the proposed car wash be on the September agenda.

**8. ADJOURNMENT**

A motion was made by Pelava and seconded by Austin to adjourn the meeting. Vote for: Austin, Rasmussen, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried. The meeting ended at 8:19 am.

Respectfully Submitted:

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Joel A. Erickson, City Administrator