

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
AUGUST 19, 2021**

1. CALL TO ORDER

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

MEMBERS PRESENT:

Prigge, Furrer, Simon and Pelava

MEMBERS ABSENT:

Rasmussen, Daleiden and Benninghoff

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

None

2. AGENDA

Prigge asked if there were any additions, deletions or corrections to the agenda. A motion was made by Furrer and seconded by Pelava to approve the agenda as presented. Vote for: Prigge, Furrer, Simon and Pelava; Against: None; Vote 4-0. Motion carried.

3. CONSIDER APPROVAL OF THE MINUTES FROM THE JUNE 17, 2021 MEETING

Prigge asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Furrer and seconded by Pelava to approve the minutes from the June 17, 2021 meeting. Vote for: Prigge, Furrer, Simon and Pelava; Against: None; Vote 4-0. Motion carried.

4. CONSIDER APPROVAL OF THE JUNE AND JULY 2021 TREASURER'S REPORTS AND MONTHLY BILL(S)

Erickson said June had a beginning balance of \$130,098.37, revenues of \$552.08 and expenses of \$2,014.05 for an ending balance of \$128,636.40 between the two accounts. He said the revenue was The Pet Stop Vet Clinic's monthly loan payment and expenses included payroll, LACC Lunch-N-Learn Sponsorship and APG digital marketing. Erickson said the bills to be paid in July are for APG digital marketing and property/casualty insurance.

Erickson said July had a beginning balance of \$128,611.98, revenues of \$0.00 and expenses of \$2,758.52 for an ending balance of \$125,853.46. He said the The Pet Stop Vet Clinic did not make a payment in July but has made two payments in August and expenses included payroll. Erickson said the bills to be paid in August are APG digital marketing, LoopNet and BR&E Retreat expenses. Pelava asked what the \$100.00 BR&E expense was. Erickson said it was for renting the Legion for the BR&E Retreat.

A motion was made by Pelava and seconded by Simon to approve the June and July 2021 Treasurer's Reports and monthly bill(s). Vote for: Prigge, Furrer, Simon and Pelava; Against: None; Vote 4-0. Motion carried.

5. OLD BUSINESS

a. Update on the Business Retention & Expansion Program

Prigge said the Retreat was fantastic and reviewed the report completed for the event. She said the next step is for the three small groups to meet and brainstorm ways to implement the projects. Furrer said the Business Variety group met, will be meeting regularly and will be meeting with businesses for ideas. The Board agreed that U of M Extension staff ran the meeting well.

b. Update on Digital Marketing

Erickson reviewed the numbers for the past two months of digital marketing. He said in meeting with APG, they are satisfied with the results because they meet or exceed the national standards for digital marketing. He said at the last meeting, the Board discussed changing locations and asked if the Board wanted to allocated some of the marketing to a different location. Prigge recommended allocating some of the display ads and pre-roll to south of Lonsdale. Erickson said the current "100% pre-roll video completion rate" is lower than it was when contracting with Spectrum Reach for the same service. Pelava questioned if with COVID and many people home in 2020, if that artificially increased the completion rate in 2020. Prigge asked if the Board wanted to update the videos and said it is hard to gauge the success of marketing. Simon said Lonsdale is completing with Lakeville, etc. by marketing in the south metro and suggested the Owatonna and Faribault area. The Board held general discussion on allocating some marketing along the Highway 60 corridor.

c. Update on LoopNet Listings of Business Park Properties and City Owned Lots on Commerce Dr. SE

Erickson reviewed the views, location where the views are occurring, etc.. He said drone photos have been taken and uploaded to the listings and that the Gold Listing has improved the number of views of the properties. Erickson said he is working with LoopNet to correct several technological issues. He said in conversations with LoopNet, they are satisfied with the numbers the listings are generating.

d. Discuss Directional Signage

Erickson reviewed discussion from past EDA meetings. He said as proposed, the signs would be 24" wide by 30" long, located as close to the intersection of Highway 19 and Main St. as possible and located on Main St. He said he needs to verify the names with each business. Prigge asked who was paying for the signs. Erickson replied the EDA. Prigge said she was okay with the EDA funding the signs. A motion was made by Simon and seconded by Pelava to approve purchasing four blue on white business listing signs with the EDA funding the project. Vote for: Prigge, Furrer, Simon and Pelava; Against: None; Vote 4-0. Motion carried.

e. Discuss the EDA's Preliminary 2022 Budget

Erickson said the budget was discussed briefly at the last meeting. He said the only proposed revenue for 2022 is repayment of the The Pet Stop Vet Clinic revolving loan. Prigge recommended that marketing be increased to account for twelve months of digital marketing. The Board discussed having new videos created since the current ones were done in 2017.

Prigge left the meeting at 8:00 am

The Board discussed LACC sponsorship of events, applying for a SCDP grant, new banners, discussed downtown buildings and marketing of downtown.

6. NEW BUSINESS

- a. None

7. OTHER BUSINESS

a. Additional Items to be Discussed

Simon said Community Days was good and it is nice to see the downtown businesses working together to promote themselves.

b. Items for the September 16, 2021 Agenda

The Board requested BR&E, digital marketing and the 2022 budget be included on the agenda.

8. ADJOURNMENT

The meeting ended at 8:38 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator