

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
SEPTEMBER 16, 2021**

1. CALL TO ORDER

Furrer called a meeting of the Lonsdale Economic Development Authority to order at 7:02 am.

MEMBERS PRESENT:

Rasmussen, Daleiden, Furrer, Simon and Pelava

MEMBERS ABSENT:

Prigge and Benninghoff

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: Rasmussen, Daleiden, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

3. CONSIDER APPROVAL OF THE MINUTES FROM THE JULY 15, 2021 MEETING AND THE AUGUST 19, 2021 MEETING

Furrer asked if anyone had any additions, deletions or corrections to the minutes. A motion was made by Pelava and seconded by Simon to approve the minutes from the July 15, 2021 meeting and the August 19, 2021 meeting. Vote for: Rasmussen, Daleiden, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

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

Erickson said August had a beginning balance of \$125,853.46, revenues of \$1,104.16 and expenses of \$2,650.91 for an ending balance of \$124,306.71 between the two accounts. He said the revenue was two of The Pet Stop Vet Clinic's monthly loan payments and expenses included payroll, BR&E meeting food/beverages, LoopNet and APG digital marketing. Erickson said the bills to be paid in September are for APG digital marketing and LoopNet. Furrer asked if there were any questions pertaining to the Treasurer's Report or bills.

A motion was made by Pelava and seconded by Rasmussen to approve the August 2021 Treasurer's Reports and monthly bill(s). Vote for: Rasmussen, Daleiden, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

5. OLD BUSINESS

a. Consider Approval of the EDA's Preliminary 2022 Budget

Erickson said the Board has reviewed the budget at the last several meetings and a decision has to be made at this meeting because the City Council will be approving the City's preliminary budget on September 30th. He said at the last meeting, it was decided to increase digital marketing to account for 12 months of advertisements and he added expenses pertaining to BR&E initiatives and possibly new banners for Main St. The Board discussed getting new banners to be switched out seasonally, include business names and/or regularly held events. Erickson said other topics of discussion have been providing funds to outside agencies and submitting an application for a Small Cities Development Program (SCDP) grant. Erickson asked the Board if there were any questions on the proposed 2022 budget. Furrer said the budget looks good. A motion was made by Daleiden and seconded by Pelava to approve the EDA's 2022 preliminary budget. Vote for: Rasmussen, Daleiden, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

b. Consider Approval of the America Recovery Plan – Coronavirus Local Fiscal Recovery Fund (CLFRF) Policy and Application

Erickson said at a recently held budget meeting, the City Council agreed to allocate a portion of the funds to assist businesses, non-profits and residents with the negative financial impact of COVID-19. He said the City Council wants to make sure the applicants prove there is a need and financial documentation would need to be provided. Erickson reviewed the proposed policy and asked the Board for input. Daleiden said the requirements should be basic like the last round of funding. There was general discussion on the amount of grant funding that should be made available, if it should be front loaded given the funding is for expenses made until December 31, 2024 and if applicants that already received funding will be able to apply for more funding. A motion was made by Daleiden to recommend that \$150,000 be allocated to grants of up to \$5,000 in assistance, applicants can apply and receive funding if they already had received funding, the 2019, 2020 tax returns and 2021 YTD financial information be provided with the application and "cash assistance" be removed as an allowable expense to residents. Vote for: Rasmussen, Daleiden, Furrer, Simon and Pelava; Against: None; Vote 5-0. Motion carried.

c. Update on the Business Retention & Expansion Program

Erickson said the next step in the process is to conduct the Commencement Meeting, which is a summary of the three subgroups that have been meeting on business variety, business alliance and business succession. He said the meeting is scheduled for October 13, 2021 at 4:30 pm. The Board discussed changing the start time to 5:30, invitations and food. Erickson said he would follow up with U of M Extension staff, coordinate the food and sent out the meeting invite(s).

d. Update on Digital Marketing

Erickson provided an update on APG digital marketing and LoopNet. He said the percentage of people that watched the entire pre-roll has decreased from when the EDA contracted with Spectrum Reach and views of the property have increased dramatically

after purchasing the Gold ad. He said he has not received any inquires on the properties for sale. The Board held general discussion on continuing the digital marketing because it is hard to gauge the effectiveness of marketing.

6. NEW BUSINESS

- a. None

7. OTHER BUSINESS

- a. Additional Items to be Discussed

The Board asked for updates on the South 40 building, Flicek's and 121 Main St. N. Erickson said the South 40 was sold and staff sent the new owner the zoning regulations for the B-3 zoning district and that the soil boring done at 121 Main St. N. found contaminated soils so more clean up is necessary, which will delay the sale of the property. Rasmussen provided an update on Flicek's.

- b. Items for the October 21, 2021 Agenda

The Board requested BR&E and banners be included on the agenda.

8. ADJOURNMENT

The meeting ended at 9:03 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator