

**MINUTES
CITY OF LONSDALE
ECONOMIC DEVELOPMENT AUTHORITY MEETING
SEPTEMBER 20, 2018**

1. CALL TO ORDER

Benninghoff called the meeting to order at 7:01 am in the City Council Chambers, 415 Central St. W.

MEMBERS PRESENT:

Cherney, Benninghoff, Furrer, Daleiden and Rivers

MEMBERS ABSENT:

Zellner and Prigge

STAFF PRESENT:

City Administrator Joel Erickson

OTHERS PRESENT:

Renee Thompson – Lonsdale Crawl

2. AGENDA

Benninghoff said the agenda went through 7B and asked if there were any additions, deletions or corrections to the agenda. Erickson requested a funding request from the Lonsdale Crawl be added to the agenda. A motion was made by Cherney and seconded by Daleiden to approve the agenda with the addition of the Lonsdale Crawl funding request. Vote for: Cherney, Benninghoff, Furrer, Daleiden and Rivers; Against: None; Vote 5-0. Motion carried.

3. APPROVAL OF THE MINUTES FROM THE JUNE 14, 2018 MEETING, THE JULY 19, 2018 MEETING AND THE AUGUST 16, 2018 MEETING

Benninghoff asked if anyone had an additions, deletions or corrections to the minutes. A motion was made by Furrer and seconded by Cherney to approve the minutes from the June 14, 2018 meeting, the July 19, 2018 meeting and the August 16, 2018 meeting. Vote for: Cherney, Benninghoff, Furrer, Daleiden and Rivers; Against: None; Vote 5-0. Motion carried.

4. CONSIDER APPROVAL OF THE AUGUST 2018 TREASURER’S REPORT AND MONTHLY BILL(S)

Erickson said August had a beginning balance of \$55,046.16, revenues of \$1,935.95 and expenses of \$2,357.93 for an ending balance of \$54,624.18. He said the only bill to be paid in August was for Spectrum Reach in the amount of \$998.50. A motion was made by Rivers and seconded by Daleiden to approve the August 2018 Treasurer’s Reports and bill(s). Vote for: Cherney, Benninghoff, Furrer, Rivers and Daleiden; Against: None; Vote 5-0. Motion carried.

5. OLD BUSINESS

- a. Review of the City of Lonsdale, Quality of Life and Economic Development Videos
The Board reviewed the videos completed by Copy Right. Erickson said he thought they turned out well, with one exception of the Lonsdale Business Park not being included in the video. The Board agreed and it should be inserted after Prigge talks about it. Rivers asked how the videos will be used to promote Lonsdale. Cherney said the videos do not emphasize the business/cultural diversity of Lonsdale. He said there was nothing catchy or feel good. Cherney said the video should include Lonsdale's heritage. Benninghoff said the people moving to Lonsdale are young families that do not necessary care about Lonsdale's heritage. Daleiden asked if people move to Lonsdale because of its heritage. Erickson said no, most young families move to Lonsdale because they cannot afford to live in Lakeville so they move to Lonsdale, live here for a couple of years, building equity in their homes, sell and move back to the cities. The Board discussed the positives and negatives of Main St. and the vision of what it can/should be.

- b. Review of Business Retention & Expansion Visit Program
Erickson said last month the Board attended a BRE visit at TMI, Inc. and this month the visit is scheduled with Lonsdale Hardware & Rental. He asked those that attended the TMI visit what could be done differently to increase the BRE visit impact to both the business and EDA. Erickson said he did provide Lonsdale Hardware the questions earlier in the week to facilitate discussion. Cherney said the program should be expanded to businesses outside of Lonsdale to promote the community and to be pioneering. He also said the Business Forum should be held at 11:30 over lunch. Rivers said he sees it the role of the Chamber to promote Lonsdale outside of Lonsdale.

- c. Business Retention & Expansion (BR&E) In Person Course
Erickson said the BRE course scheduled for May was canceled but rescheduled for October. Erickson said the Board approved two to attend the course and asked if anyone else wanted to attend. No additional Board members said they wanted to attend. Erickson said he would register Benninghoff and himself for the course to be held October 23rd and 24th.

6. NEW BUSINESS

- a. Discuss Hosting a Business Forum in November
Erickson said it is coming to that time of the year when the EDA holds a Business Forum. He stated the Forum was last November at the Library over lunch and attendance was poor. He said it was held over lunch based on the survey results from earlier in 2017, which indicated respondents wanted it held over lunch. Erickson said if the Board intends to have a Forum this fall, planning should begin soon. Cherney said the Forum should not be held because the EDA has too much on its plate now. Rivers said he sort of agreed. Furrer said the EDA should continue with the Forum because it shows the EDA has a presence and it brings businesses together. Cherney said the attendance was poor at the last one and asked if there are ideas to get better attendance. Rivers suggested some type of award be given out like Business of the Year, Volunteer of the Year, etc. to get businesses excited to attend and stoke their egos. Benninghoff said the Forum should be held and it should be up to the businesses to attend. Cherney said if the same thing is done, the same attendance will result. Furrer said the Forum should be held in Lonsdale. The Board agreed the Forum would be held between 5:00 pm and 7:00 pm and have a guest speaker to present on a topic important and relevant to local businesses.

Cherney said he had spoken to Claudia Otto of Taste of Lonsdale regarding her business and that she is looking for ways to increase patronage to keep the business viable. He asked if the City/EDA had sufficient security on the Revolving Loan provided by the EDA. Erickson said the loan is secured by a mortgage on their home and the City/EDA would have to foreclose and sell the home to recoup the remaining balance of the loan.

b. Consider Approval of a Funding Request Submitted by the Lonsdale Crawl

Renee Thompson introduced herself and said this is the seventh year for the Lonsdale Crawl and fifth year for the Lonsdale Crawl 5K. She said this year's events are on October 18th from 4:00 pm to 8:00 pm followed by a wrap up event at the Whistle Stop and the 5K will be October 20th. Thompson said it is a good way for businesses to promote themselves to make people aware of their business and their products by participating. Rivers asked what type of support is given to people that have or have survived cancer. Thompson said in the past, they have supported a program that allows cancer patients to take a vacation at a camp. She said this year, the Crawl is promoting care baskets for cancer patients that donors can contribute towards for people in general or a specific person. Cherney asked what it costs to run the event. Thompson said it costs about \$2,000 to operate the event and the gross profit is between \$4,000 and \$5,000. A motion was made by Daleiden and seconded by Cherney to approve a donation in the amount of \$250.00 to the Lonsdale Crawl. Vote for: Cherney, Benninghoff, Furrer, Rivers and Daleiden; Against: None; Vote 5-0. Motion carried.

7. OTHER BUSINESS

a. Additional Items to be Discussed

Benninghoff asked if there were any additional items to be discussed. There were no additional items brought up for discussion.

b. Items for the October 18, 2018 Agenda

The Board requested discussion on the Business Forum be on the October 18, 2018 agenda.

8. ADJOURNMENT

A motion was made by Furrer and seconded by Cherney to adjourn the meeting. Vote for: Cherney, Benninghoff, Furrer, Rivers and Daleiden; Against: None; Vote 5-0. Motion carried. The meeting ended at 8:35 am.

Respectfully Submitted:

Joel A. Erickson, City Administrator