

**Lanesboro Economic Development Authority
Regular Meeting Minutes
September 5, 2024 – 10:30 a.m.
City Council Chambers & Zoom**

Present Members:

Michael Boho Joe Goetzke Tom Pursell Linda Tacke Kathryn Wade

Staff:

Cathy Enerson Darla Taylor Mitchell Walbridge

Guests:

Ryan Palmer, Allie Palmer, Bonita Underbakke

1. **Call to Order:** Member Goetzke called to order the Regular Meeting of the Lanesboro Economic Development Authority at 10:32 a.m.
2. **Agenda:** Member Goetzke requested to add Rebranding Discussion to the agenda under New Business. Member Wade entered a motion to approve the agenda with the requested addition; Member Boho seconded the motion. Motion carried with all in favor.
3. **Public Comments:** No comments were shared.
4. **Consent Agenda:**
 - A. Minutes from Regular Meeting, August 1, 2024
 - B. August EDA FinancialsMember Boho entered a motion to approve the Consent Agenda; Member Tacke seconded the motion. Motion carried with all in favor.
5. **Department Reports:**
 - A. City Council/City Administrator/Planning and Zoning Report: Member Goetzke gave the city council report.
 - The city council adopted city ordinance chapter 120 which regulates lodging businesses. The city council also adopted revisions to ordinance 30.111 – City Fee Schedule.
 - The city council tabled discussion on ordinance chapter 151 – Land Use.
 - The city council approved the TH 250 MnDOT Partnership Agreement as well as the Work Order with Bolton & Menk, Inc.
 - The city council had a first reading of new ordinances regarding the Lanesboro Public Library Board.
 - B. Chamber of Commerce: Member Goetzke shared the Chamber of Commerce report.
 - Chamber website traffic was steady for August 2024.
 - The 2025 membership drive concluded and membership numbers remain steady.
 - A new drinking fountain and water bottle filler has been installed at the Visitor’s Center.
 - The Chamber and City’s rebranding process has concluded.
 - An initial informational meeting with a consulting firm took place regarding establishment of a Tourism Improvement Districts. EDA Director Cathy Enerson will look for grant opportunities to fund implementation costs with the consulting firm should the Tourism Improvement District discussions move forward.
 - C. School Board: No member of the school board was present to deliver a report.
6. **Data Insight Presentation:** Tracy Lauritzen of KrakerJak Marketing and Sales Strategy presented a data insights report for the City of Lanesboro and the 55949 ZIP code. The data presented focused on

Approved 11/07/2024

market capacity on certain business types as well as demographic data that contribute to the market capacity figures.

7. Revolving Loan Fund: No new applications have been received.

8. Continued Business

- A. 2025 Budget Requests and Grant Match Requests: Administrator Walbridge shared that the city council approved the EDA budget requests except for allocation for a feasibility study for riverfront property development. A request to consider \$750.00 to come from city reserves to maximize the grant for the SMIF REV Communities grant was also approved.
- B. USDA Grant, Taylor Rural Improvements Grant, and REV Grant Status: EDA Director Cathy Enerson shared that the USDA Block Grant Fund Agreement has been completed and funding should be channeled to the City soon. The Taylor Rural Improvements Grant is pending. Lastly, the REV grant of \$20,000 was awarded to the City of Lanesboro's Economic Development Authority.
- C. 2024 Work Plan & Strategic Goals: Director Enerson continues to work on the plan and will present the plan for feedback at a future date.
- D. Business Interruption Loan & Mini Grant Program: No action was taken this day.

9. New Business

- A. Quarterly EDA Report: Member Goetzke delivered the quarterly EDA report with the city council at its September 3, 2024 meeting.
- B. Grant Opportunities: EDA Director Enerson provided a list of grant opportunities that are open for applications.
- C. Lanesboro Rebrand Project: Member Goetzke shared the finalized logos as part of the rebranding project. Member Boho entered a motion to recommend the brand guidelines for the city to the city council for consideration; Member Wade seconded the motion. Motion carried with all in favor. Members noted that the key messaging can continue to be worked on in the future.

10. Miscellaneous

- A. Meeting Time: Member Tacke entered a motion to move the EDA meeting start time to 10:45 a.m. Member Wade seconded the motion. Motion carried with all in favor.

Next Meeting: Thursday, October 3, 2024 at 10:45 a.m.

Respectfully submitted,

Mitchell Walbridge
City Administrator/Clerk