

Lanesboro Economic Development Authority
Regular Meeting
Thursday, July 2nd, 2020, 11:00 a.m.
Via Zoom and in the Lanesboro Community Center Gymnasium

Present: Phil Dybing, Elaine Edwards, Tom Smith, and Rebecca Charles

Absent: None

Visitors: Darla Taylor

Member Edwards called the Regular Meeting of the Lanesboro Economic Development Authority to order at 11:00 a.m.

- A. **Agenda:** Member Smith motioned to approve the agenda as submitted. Member Dybing seconded the motion. Members Edwards, Dybing, and Smith voted in favor by roll call vote. Motion carried all in favor.
- B. **Approval of the Minutes:** Member Dybing motioned to approve the minutes from June 4th, 2020 as submitted. Member Smith seconded the motion. Members Edwards, Dybing, and Smith voted in favor by roll call vote. Motion carried all in favor.
- C. **Persons Appearing before the EDA:** None

Regular Business:

A. Updates:

- 1. **Treasurer's Report:** The operating fund has a balance of \$12,710.63, the Loan fund balance is \$20,326.40 as of June 25th, 2020. Treasurers report was approved by consensus.
- 2. **City/P&Z/HPC/LPU:** Member Smith noted the increase in visitors to town, as well as the progress on the Dam project.
- 3. **Chamber of Commerce:** The Visitor's center is again being staffed, with communication through a window, on Fridays, Saturdays, and Sundays.
- 4. **Lanesboro Business Update:** Suggestions are being made to promote the outdoor activities available in the area. Although Buffalo Bill Days has been officially cancelled, there will still be fireworks, raffle tickets, and t-shirts sold. Businesses are encouraged to advertise specials as well. The Filthy 50 bike race and Dinner Dance will be determined at a later date.
- 5. **EDA Director:** Rebecca Charles provided her monthly report:

☐ **OUTREACH AND NETWORKING**

- I. Michele Peterson, City of Lanesboro.
- II. Phil Dybing (Sons of Norway)
- III. Jennifer Hawkins (Minnesota State)
- IV. Brenda Pohlman (Fillmore County Dept. of Public Health)
- V. Julie Kiehne (Winona State University)
- VI. Andrzej Zalasinski (Lanesboro Chamber of Commerce)
- VII. Michael Seiler (Eye Prize Marketing)

☐ **NEW PROJECTS**

- I. COVID-19:

a. Small Business Relief Grants Program: Applications are being accepted until 5:00 p.m. Thursday, July 2. Information about this program was sent to all 47 business contacts currently registered with email address in SourceLink.

b. FY 2020 Public Works & Economic Adjustment Assistance Program (Economic Adjustment Assistance, EAA) From the US EDA. Provide economically distressed communities and regions with comprehensive and flexible resources to address a wide variety of economic needs. Projects funded by these programs will support the DOC Strategic Plan by, among other things; provide workforce development, advancing innovation, attracting investment. Through these programs, EDA supports bottom-up strategies that build on regional assets to spur economic growth and resiliency. EDA encourages its grantees throughout the country to develop initiatives that present new ideas and creative approaches to advance economic prosperity in distressed communities.

i. Currently researching needs and requirements for full application of funds.

o Goal is to make an application for funds for the EDA to create an Emergency Loan Fund to provide 0% interest loans, possibly with a percentage of loan forgiveness, for businesses affected by COVID-19.

o Upon repayment, funds would be allocated to the regular EDA Revolving Loan Fund for reuse in area development and investment.

EXISTING PROJECTS

I. REV Program

a. Lanesboro REV Sustainability Plan 1st Draft

i. Sustainability Plan details will be discussed and selected at next quarterly REV meeting on 07.15.2020

II. Business Enrichment Series

a. Worked with Julie Kiehne to set up Eventbrite page and prepare for sending out invites.

b. Designed and distributed event flyers at Lanesboro businesses.

c. Created and sent out invitations to 47 SourceLink contacts.

d. Second round of invitations went out on 06.10.2020 and a request was also made to the Lanesboro Chamber of Commerce to forward registration info to their email list as well.

e. Pre-event surveys were sent out to all registrants on behalf of the University of Minnesota Extension on 06.11.2020

f. All new registrant data has been entered into SourceLink

g. Worked with Michael Seiler of Eye Prize Marketing to add all materials and videos to the EDA website.

h. Authored and distributed a short electronic survey to identify best practices for planning future workshops.

i. Prepared a brief report of survey responses.

j. Thank you notes were written and sent to Jennifer Hawkins (U of M Extension), Julie Kiehne (WSU Adult & Continuing Edu.) and Dustin Tollefsrud (WSU Adult & Continuing Edu.) for their help in planning and facilitating the June succession planning workshop.

k. Debriefing Meeting will be held between Rebecca Charles, Jennifer Hawkins (MN Extension) and Julie Kiehne (Winona State University).

III. CEDA 2020 Regional Bus Tour

a. A meeting to discuss the bus tour and how it is to move forward took place on Monday, June 29th. Will provide updates as soon as they are available.

IV. AARP Community Challenge Competitive Grant Applications

- a. Sylvan Park Dock and Sylvan Park Shelter applications authored and submitted in April
- b. Applicants will be notified of awards the week of July 6th

V. Statewide Health Improvement Program (SHIP) mini-grant

- a. Funding from Fillmore County Public Health currently pending approval. Current delay is due to COVID-19. Brenda Pohlman will reach out once she has an update.

B. Old Business:

1. **Housing Institute:** A meeting with Warren Kramer, Community Development Director with Minnesota Housing Partnership is scheduled for later today. The goal of the meeting will be to determine the dynamics of the team for this opportunity.
2. **Business Enrichment Series Update:** Rebecca Charles shared the positive survey results from the first class offered. Additional classes will be offered for Employee Management and Marketing.
3. **REV:** A virtual meeting is planned for July 15th, 2020. Administrator Peterson will set up a Zoom meeting and share the link with Director Charles.

C. New Business:

1. **Coronavirus Impacts:** Community leaders from different segments of town held a meeting to discuss the vision of Lanesboro and where does it go from here. Potential plans for marketing as well as goals for common signage and clear communication and messages. Concerns were shared for the divide of opinions and how we can come together, showing respect to everyone.

D. Items from Members:

- Member Dybing noted that the Painting project for the Sons of Norway had been awarded to Nicholson Painting out of Rochester.
- Rebecca Charles requested input for who could be part of the video for the CEDA virtual bus tour this year. Suggestions were: Lori Bakke, Mayor Resseman, Andy and Karen Heimdahl, and Joe Nelson.

Adjourn: Member Smith moved to adjourn at 11:47 a.m. Motion seconded by Member Dybing. Vote was done by roll-call with all members in favor. Motion carried.

Next Meeting: Thursday, August 6th, 2020 at 11:00 a.m.

Respectfully Submitted,
Michele Peterson, MCMC
City Administrator/Clerk