

**OSSEO ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
April 8, 2024**

1. ROLL CALL

President Poppe called the regular meeting of the Osseo Economic Development Authority to order at 6:00 p.m., Monday, April 8, 2024.

Members present: Teresa Aho, Mark Cook, James Hultgren, Ashlee Mueller, Kenny Nelson, Duane Poppe, and Mark Schulz.

Staff present: Executive Director Riley Grams, Community Management Coordinator Jessica Rieland and City Attorney Mary Tietjen.

2. APPROVAL OF AGENDA

A motion was made by Schulz, seconded by Mueller, to approve the Agenda as presented. The motion carried 7-0.

3. APPROVAL OF MINUTES – FEBRUARY 12, 2024

A motion was made by Schulz, seconded by Mueller, to approve the minutes of February 12, 2024, as presented. The motion carried 7-0.

4. MATTERS FROM THE FLOOR – None

5. PUBLIC HEARINGS – None

6. ACCOUNTS PAYABLE

Grams presented the EDA Accounts Payable listing.

A motion was made by Mueller, seconded by Aho, to approve the Accounts Payable. The motion carried 7-0.

7. OLD BUSINESS – None

8. NEW BUSINESS

A. REVIEW EDA BUSINESS BREAKFAST EVENT

Rieland stated the City's second business breakfast was held on Tuesday, February 27 in the Osseo Community Center. An email invitation was sent to 82 businesses, and staff received 27

RSVPs. There were six EDA members, six staff members and 23 business owners in attendance. City staff was able to introduce themselves and provide some context as to potentially why businesses owners may want to contact the City for such things are utilities, utility billing, snow removal, safety, and security, etc.). There was a good discussion about improving the City's business climate and how best to do that. Some topics that were discussed include:

- 1) Advertising opportunities that target neighborhoods or neighboring communities
- 2) Creating a business booklet
- 3) Creating a Welcome to Osseo Business packet (to be given to new business owners)
- 4) Conducting ribbon cutting ceremonies
- 5) Celebrating business opening anniversary days
- 6) Ways for businesses to get more involved in City events (such as the Car Show/Craft Fair event, Movies and Music in the Park, Lions Roar, and Minidazzle)
- 7) Opportunities to partner with local area Chamber of Commerce and CCX Media
- 8) Use of City facilities (Gateway Sign, Community Center, Parks)

Rieland reviewed the budget for the event. Staff commented on the results from the follow up survey that was completed by those that attended the EDA breakfast event. Based on the feedback, the EDA should consider whether or not to hold additional similar events in the future.

Grams stated he would like to receive feedback from the EDA members on how they thought the event went.

Cook believed the open forum and questions that were asked were relevant. He indicated he would like to see more business owners in attendance, but for the EDA's first event, he was pleased with the dialogue that occurred.

Aho indicated she believed the turn out was great and she supported the EDA holding another event in July, August or September. She explained she received feedback from business owners that could not attend that hope to attend a business event in the future.

Mueller suggested contact information and social media handles for the businesses that attended the first event be shared with all business owners that were in attendance.

Grams reported he was working with the I-94 West Chamber of Commerce to try and get them to attend a future EDA meeting and potentially the next EDA business event.

Nelson stated he did not find the EDA event all that helpful, but he was pleased other people did. He was concerned that the event should be hosted by the Chamber of Commerce or other private organization versus the EDA. He indicated he did not oppose the EDA hosting another event.

Hultgren supported the EDA working with the City's businesses in order to bring them together.

Nelson suggested the remaining EDA budget be split in half and that two more events be planned for 2024. He proposed the EDA host two separate happy hour type events.

Mueller believed it would be beneficial for the EDA to try and host an afternoon event as this may attract other business owners.

Cook stated if a formal event with a presentation was being planned, he recommended this be done in the mornings. However, he supported the EDA hosting a small business social event at Duffy's or the American Legion for an informal meet and greet. He indicated this would be a very informal and low cost event. He anticipated the EDA would have a difficult time getting a good turnout at 4:30 p.m. in August.

Nelson suggested the EDA host an informal happy hour this summer and then also plan a more formal EDA event for this fall.

Mueller indicated Duffy's was interested in hosting an event. She suggested door prizes or other incentive be considered in order to draw small business owners to the event.

Cook supported the EDA hosting a sit down event in August prior to Lions Roar and then something more social could be held later in October.

Nelson stated the social event in October would provide small business owners a chance to discuss Small Business Saturday.

Hultgren suggested the EDA members take a look at what other cities were doing to promote their small businesses. He discussed how the Legion was using Prime Advertising to promote their events. He suggested Prime Advertising be brought in to speak at a future EDA event.

Grams stated an individual from CCX could also be brought in to discuss services that were available to small businesses in Osseo. He thanked the EDA for their feedback. He explained he would speak with Ms. Rieland and begin planning for another formal EDA event in August and two social events to be held in June and October.

9. REPORTS OR COMMENTS: Executive Director, President, Members

Grams stated he spent the day at the Capitol testifying in support of the City's 2024 bonding request. He explained the request was for funding to replace the pavers on three blocks of Central Avenue. He commented on how EV charging stations were becoming more popular and requested the EDA to consider if fast charging stations should be installed in the downtown area.

Hultgren reported the American Legion was hosting the state bowling tournament that would be sponsored at Sundance. He commented on the events that would be hosting in the evenings over the next month.

Nelson discussed how roads had evolved over the past year and noted one of the original auto trails, Jefferson Highway, ran through Osseo.

Aho thanked Staff for all of their efforts on the EDA breakfast.

10. ADJOURNMENT

A motion was made by Schulz, seconded by Aho, to adjourn at 6:34 p.m. The motion carried 7-0.

Respectfully submitted,

Heidi Guenther
Minute Maker Secretarial