



AGENDA – REGULAR MEETING
6:00 p.m., February 12, 2024

Economic Development Authority

- 1. ROLL CALL**
- 2. APPROVAL OF AGENDA**
- 3. APPROVAL OF MINUTES**
 - A. February 12, 2024
- 4. MATTERS FROM THE FLOOR**

Individuals can also submit comments to cityhall@ci.osseo.mn.us prior to a meeting.
- 5. PUBLIC HEARING**
- 6. ACCOUNTS PAYABLE**
- 7. OLD BUSINESS**
- 8. NEW BUSINESS**
 - A. Review EDA Business Breakfast Event
- 9. REPORTS OR COMMENTS: Executive Director, President, Members**
- 10. ADJOURNMENT**

**OSSEO ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
February 12, 2024**

1. ROLL CALL

President Poppe called the regular meeting of the Osseo Economic Development Authority to order at 6:00 p.m., Monday, February 12, 2024.

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

Members absent: None.

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

2. OATH OF OFFICE – JAMES HULTGREN

City Attorney Tietjen administered the oath of office to newly appointed EDA Member James Hultgren. A round of applause was offered by all in attendance.

3. ELECTION OF EDA OFFICERS

Grams requested the EDA elect a President, Vice President, Treasurer and Assistant Treasurer for 2024.

Mueller asked if the current people serving would be willing to continue their service in 2024.

Schulz and Nelson were willing to continue their service on the EDA.

A motion was made by Mueller, seconded by Aho, to elect Duane Poppe as President for 2024. The motion carried 7-0.

A motion was made by Mueller, seconded by Aho, to elect Mark Schulz as Vice President for 2024. The motion carried 7-0.

A motion was made by Mueller, seconded by Aho, to elect Kenny Nelson as Treasurer for 2024. The motion carried 7-0.

A motion was made by Mueller, seconded by Aho, to elect Teresa Aho as Assistant Treasurer for 2024. The motion carried 7-0.

A motion was made by Mueller, seconded by Aho, to elect Riley Grams as Executive Director for 2024. The motion carried 7-0.

A motion was made by Mueller, seconded by Aho, to elect Katrina Jones as Secretary for 2024. The motion carried 7-0.

4. APPROVAL OF AGENDA

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

5. APPROVAL OF MINUTES – DECEMBER 11, 2023

A motion was made by Mueller, seconded by Aho, to approve the minutes of December 11, 2023, as presented. The motion carried 7-0.

6. MATTERS FROM THE FLOOR – None

7. PUBLIC HEARINGS – None

8. ACCOUNTS PAYABLE

Grams presented the EDA Accounts Payable listing.

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

9. OLD BUSINESS – None

10. NEW BUSINESS

A. DISCUSS EDA BUSINESS BREAKFAST EVENT

Rieland stated the EDA business breakfast is scheduled for Tuesday, February 27th from 7:30 am - 8:45 am in the Osseo Community Center. An email invitation was sent to 82 businesses, and Staff received 22 RSVPs. EDA member, Teresa Aho, delivered 37 event flyers to businesses located in the Central Business District and Staff delivered 30 flyers to businesses located in the Highway Commercial Districts. The event will also be advertised on the Gateway sign and on Facebook. The details for the event are as follows:

Agenda

7:00-7:15: Staff arrive, and catering is delivered.

7:30: Breakfast

7:45: Introductions

8:00: Q&A Session with EDA, Council and Staff

8:30: Networking

8:45: Conclusion

Catering

Breakfast from Olympia Cafe - \$650.

Coffee from The Annabelle House - \$100.

Rieland reported during the introduction portion of the breakfast, staff will be given the opportunity to explain their role and which types of questions should be directed to their department.

Schulz explained he will not be able to attend the EDA breakfast because he has a prior commitment.

Aho discussed how she has been working to reach out to local business owners to make them aware of the event. In addition, she walked up and down Central Avenue to distribute flyers.

Nelson asked if the highway commercial businesses south of Highway 81 had been invited. Rieland stated she had reached out to each of these businesses.

Grams explained the goal of the event would be to introduce Staff and elected officials to the business community and to describe what the EDA does. He hoped to get business owners informed on who to reach out to should they have a question or need that arises. He indicated he would like to hold another business breakfast later this year.

Aho commented there were some business owners that could not attend the upcoming business breakfast and suggested future events be held later in the day to meet another demographic of business owners. Grams stated Staff could follow up with the business owners that are not able to attend.

Grams asked that EDA and Councilmembers planning to attend the business breakfast event to arrive by 7:00 a.m.

Aho recommended the City collect names and email addresses from those in attendance.

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

Nelson welcomed Commissioner Hultgren to the EDA.

Aho welcomed Bisque Boutique and Flair Boutique to the City of Osseo.

12. ADJOURNMENT

A motion was made by Schulz, seconded by Mueller, to adjourn at 6:15 p.m. The motion carried 7-0.

Respectfully submitted,

Heidi Guenther
Minute Maker Secretarial

Unapproved



Osseo, MN

Pending Expense Approval Report

By Vendor Name

APPKT00292

Vendor Name	Payable Number	Description (Item)	Account Name	Account Number	Amount
Vendor: Annabelle House MN					
Annabelle House MN	1	Coffee for EDA Breakfast	Education/Meetings/Travel	801-71000-260	112.00
Vendor Annabelle House MN Total:					112.00
Vendor: Ehlers & Associates, Inc					
Ehlers & Associates, Inc	96320	2nd Half PayGO Calcs - EDA	Tif Admin Costs	806-71000-111	185.50
Ehlers & Associates, Inc	96320	2nd Half PayGO Calcs - EDA	Tif Admin Costs	817-71000-111	185.50
Ehlers & Associates, Inc	96320	2nd Half PayGO Calcs - EDA	Tif Admin Costs	819-71000-111	185.20
Ehlers & Associates, Inc	96320	2nd Half PayGO Calcs - EDA	Tif Admin Costs	825-71000-111	185.50
Ehlers & Associates, Inc	96320	2nd Half PayGO Calcs - EDA	Tif Admin Costs	836-71000-111	185.50
Ehlers & Associates, Inc	96841	Paygo Schedules to City Proof	Tif Admin Costs	806-71000-111	28.50
Ehlers & Associates, Inc	96841	Paygo Schedules to City Proof	Other Professional Services	817-71000-310	28.50
Ehlers & Associates, Inc	96841	Paygo Schedules to City Proof	Other Professional Services	819-71000-310	28.50
Ehlers & Associates, Inc	96841	Paygo Schedules to City Proof	Other Professional Services	825-71000-310	28.50
Ehlers & Associates, Inc	96841	Paygo Schedules to City Proof	Other Professional Services	836-71000-310	28.50
Vendor Ehlers & Associates, Inc Total:					1,069.70
Vendor: I-94 West Chamber of Commerce					
I-94 West Chamber of Commerce	11589	2024 Annual Membership	Dues/Membership	801-71000-255	350.00
Vendor I-94 West Chamber of Commerce Total:					350.00
Vendor: Jessica Rieland					
Jessica Rieland	2/29/24	EDA Breakfast Exp Reimburse	Education/Meetings/Travel	801-71000-260	96.83
Jessica Rieland	2/29/24	EDA Breakfast Exp Reimburse	Education/Meetings/Travel	801-71000-260	35.51
Vendor Jessica Rieland Total:					132.34
Vendor: Kennedy & Graven, Chartered					
Kennedy & Graven, Chartered	180365 EDA	Review agenda & attend EDA	Legal Service - Civil	801-71000-304	74.12
Vendor Kennedy & Graven, Chartered Total:					74.12
Vendor: Minute Maker Secretarial					
Minute Maker Secretarial	M1809	EDA Meeting Minutes 12/11/	Recording Services	801-71000-307	159.00
Minute Maker Secretarial	M1775 - R	Oct 10 EDA Minutes - Reissue	Recording Services	801-71000-307	159.00
Vendor Minute Maker Secretarial Total:					318.00
Vendor: Olympia Cafe And Gyros					
Olympia Cafe And Gyros	02.27.24 Catering	City of Osseo EDA Breakfast F	Education/Meetings/Travel	801-71000-260	642.79
Vendor Olympia Cafe And Gyros Total:					642.79
Grand Total:					2,698.95

Report Summary

Fund Summary

Fund	Expense Amount
801 - GENERAL EDA	1,629.25
806 - TIF 2-5 REALIFE	214.00
817 - TIF 2-4 BELL TOWER	214.00
819 - TIF 2-6 CELTIC CROSSING	213.70
825 - TIF 2-8 LANCOR/LYNDES	214.00
836 - TIF 2-9 5 CENTRAL	214.00
Grand Total:	2,698.95

Account Summary

Account Number	Account Name	Expense Amount
801-71000-255	Dues/Membership	350.00
801-71000-260	Education/Meetings/Tra	887.13
801-71000-304	Legal Service - Civil	74.12
801-71000-307	Recording Services	318.00
806-71000-111	Tif Admin Costs	214.00
817-71000-111	Tif Admin Costs	185.50
817-71000-310	Other Professional Servi	28.50
819-71000-111	Tif Admin Costs	185.20
819-71000-310	Other Professional Servi	28.50
825-71000-111	Tif Admin Costs	185.50
825-71000-310	Other Professional Servi	28.50
836-71000-111	Tif Admin Costs	185.50
836-71000-310	Other Professional Servi	28.50
Grand Total:		2,698.95

Project Account Summary

Project Account Key	Expense Amount
None	2,698.95
Grand Total:	2,698.95



City of Osseo Economic Development Authority Meeting Item

Agenda Item:	EDA Business Breakfast Review
Meeting Date:	April 8, 2024
Prepared by:	Jessica Rieland, Community Management Coordinator
Attachments:	None

Policy Consideration:

Review the Economic Development Authority (EDA) Business Breakfast event.

Background:

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 as 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)



Event budget:

A budget of \$2,000 was allocated for EDA events and Staff utilized half of that budget for the first event and there is \$1,000 remaining in the budget for a future event in 2024.

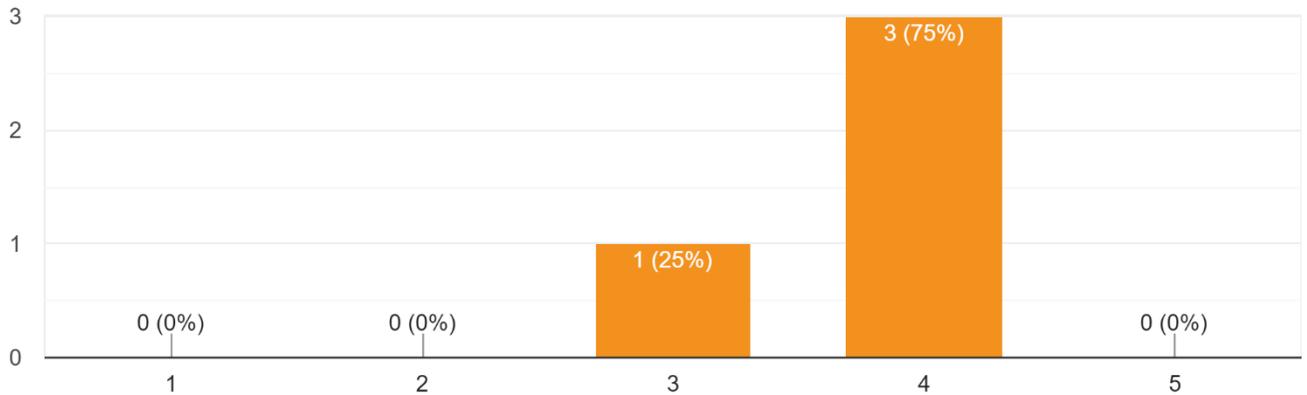
A follow-up survey was sent after the event, and we received four responses. Staff recommends hosting two events annually and based off the feedback received, the content for the next meeting should be focused on social media marketing and collaboration opportunities.

Survey

Results:

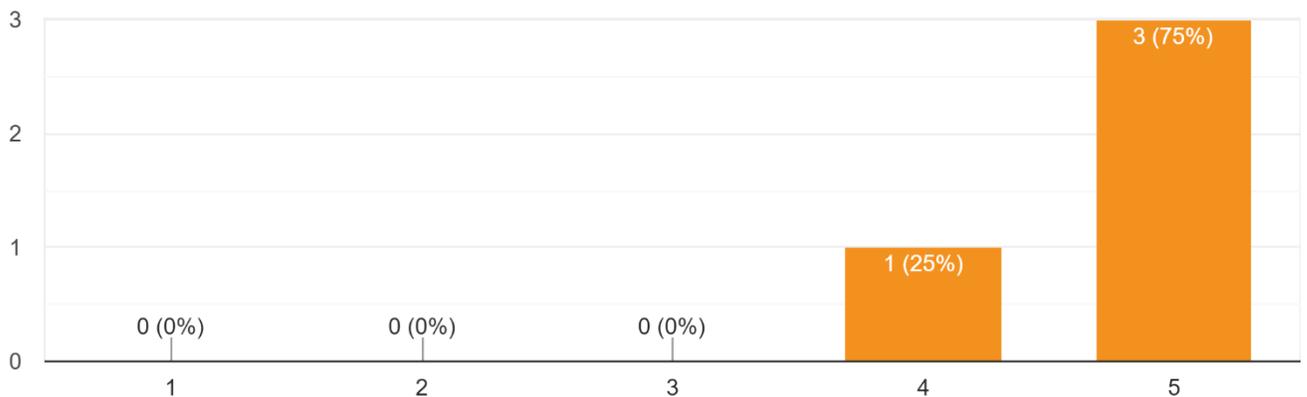
How relevant and helpful do you think it was for your business?

4 responses



How satisfied were you with the event?

4 responses



What was your key takeaway from the event?

4 responses

Meeting other business owners and city staff.

It was nice to meet businesses i didnt know

The city is making an effort to support small businesses.

Everyone says they want to work together

Do early morning or afternoon events work best for you?

4 responses

Afternoons! 🤔

It depends on the day. With enough notice i can be flexible.

Early morning.

either would work

What topics would you like covered at a future EDA event?

3 responses

It would be nice to connect with other businesses through social media more. A list would be nice. We all use it daily. Many businesses find their business from internet searches and social media.

Education and marketing. Collaboration opportunities with other businesses.

?

Future Events:

Based on the feedback, the EDA should consider whether or not to hold additional similar events in the future.

City Goals Met by This Action:

Business outreach.

Recommendation/Action Requested:

Discuss the recent Business Breakfast event and provide direction for next business breakfast or happy hour event.