

**OSSEO PLANNING COMMISSION MINUTES  
SPECIAL MEETING  
AUGUST 19, 2017**

A special meeting of the Osseo Planning Commission was held at 112 West River Street Monticello, MN at 9:30 am, Saturday, August 19, 2017.

1. ROLL CALL

Present: Planning Commission members Dee Bonn, Deanna Burke, Neil Lynch, and Chair Barbara Plzak; Economic Development Authority members Juliana Hultstrom and Todd Woods; Historic Preservation Commission members Dorothy Clarke, Patty McLean, and Dan Spanier; and Councilmember Harold E. Johnson.

Others present: Jesse Dickinson, Jordan Dickinson, Holly Spanier, and City Planner Nancy Abts.

2. INFORMATIONAL TOUR

Business owners and brothers Jesse Dickinson and Jordan Dickinson provided information about Union Speed and Style. They have been in operation since 2004. In addition to their current shop, they previously operated a retail storefront—now occupied by an antique store—that they had remodeled to suit their operations. The business held steady during the recession, and has been seeking to grow since the recovery. As part of their growth, the business is interested in relocating to Osseo.

Jordan and Jesse explained that their coachbuilding business includes rebuilding metal components for vintage cars and motorcycles. The work involves more intricate shaping and forming than a traditional sheet metal shop. Jesse and Jordan provided an overview of the equipment involved and demonstrated several pieces of machinery. Some of the larger equipment included a mill and lathe, a press brake, and air- and kick-powered shrinkers. Jordan noted that several pieces of machinery had been purchased from Osseo Senior High when the school stopped offering classes that required the equipment. Following the demonstration, attendees noted that the equipment was quiet when operated and the shop was very clean.

Jordan and Jesse presented a few examples of their automotive projects, including a prize-winning motorcycle that has been recognized by Harley Davidson in regional and national competitions. Jordan explained that the engine and transmission were original Harley Davidson components, while all other parts of the motorcycle had been added by Union Speed and Style. The prize-winning project, originally built for their third brother, Josh Dickinson, had earned the company an entry to an international Harley Davidson competition occurring in Germany in 2018. Jesse and Jordan also showed the group a project they were working on that could serve as the “back up” entry for that competition. They directed the group to informational boards and magazine articles featuring information about their projects.

A recent project for a client in Wisconsin was also available for the group to review. The 1929 Ford Model A Roadster was intended to be like a race car, with a very stripped down interior. Union Speed and Style worked on the project for two years, including a 9 month period when the car was sent to another vendor for painting. They completed the body restoration as well as the upholstery.

In addition to coachbuilding, the company occasionally does other metalwork projects, including interior and industrial design work. They have built metal pergolas and railings, repaired a cast iron stair case, and constructed couches used by Heineken beer in the New York airport, Jesse added.

The brothers explained that business' clientele come from throughout the region, including Iowa, Wisconsin, and the Dakotas. Projects can range in price from 100 to 350 thousand dollars, to up to a million or more depending on scope. Many clients find the business through trade shows and referrals. Their clients appreciate the shop's history and location. In many cases, they are paying for an experience as much as a product or a service. An attractive and well-maintained historic location is very important to their operations, and they believe Osseo could provide this environment.

Most projects are with the company for periods ranging from several months to several years. Union Speed and Style plans to have up to 8-12 concurrent projects in their proposed Osseo location. Their clients are encouraged to visit regularly, at least every other week, to see ongoing progress before it is covered up by additional work. Because a Twin Cities location will be closer to many of the clients, they expect to see increased visits if they relocate. The company also hosts occasional tours by car clubs and other interested organizations.

Previously, the business had worked with the City of Monticello to host an annual car show that grew to three to four thousand attendees and 250 cars in its final year. However, the event was discontinued when the company's third founder, brother Josh Dickinson, decided to leave the business to become a teacher. Jesse and Jordan looked forward to the possibility of adding additional staff who could help with administrative tasks and event planning, if the business were to relocate. The proposed Osseo workspace would approximately double their current shop, plus added retail and client meeting space.

In Osseo, they would return to having a retail storefront. Retail components could include custom pieces and parts that are not available for purchase through mass retailers, as well as clothing and other lifestyle components associated with the business. Jesse explained that people pass through the area and like to visit business even if they do not have a current vehicle being worked on by the company. Union Speed and Style has a large following of people who may not own cars, but would still like to be part of the experience by owning a souvenir of the business, including clothing items.

The business currently has two full time employees, in addition to the owners. These employees would expect to move to a Twin Cities location. The business also expects to be able to draw from the increased talent pool in the Twin Cities to build up to 6-8 employees, plus administrative and retail staff. Although travelling coachbuilders sometimes travel between locations to gain hands-on experience from others in the industry, most of their employees would be local. Many people engaged in this type of work learn on the job. Jordan did attend a training program in Wyoming, but since it is a unique field the business has to be willing to train. They have accepted apprentices/interns from area schools, some of whom have gone on to work for the company.

Jesse also explained that the business preferred to utilize 100 percent indoor storage. This protects their valuable projects and reduces liability. The brothers noted that their current location's size limits the company's growth. They anticipated having more indoor storage space and an opportunity to better organize some of their equipment if they were to relocate.

Jordan indicated that their current location had an enclosed “clean room” where upholstery and leatherwork was done. This would also be the case in Osseo.

Following the formal presentation, attendees had the opportunity to walk through the shop to look at projects. They also were able to ask Jesse and Jordan follow up questions.

Respectfully submitted,

Nancy S. Abts  
*City Planner*