



AGENDA – REGULAR MEETING
6:00 p.m., March 9, 2020

Economic Development Authority

- 1. ROLL CALL**
- 2. APPROVAL OF AGENDA**
- 3. APPROVAL OF MINUTES**
 - A. February 10, 2020
- 4. MATTERS FROM THE FLOOR**
- 5. PUBLIC HEARING**
- 6. ACCOUNTS PAYABLE**
- 7. OLD BUSINESS**
 - A. Update on Feb 27 EDA Business Breakfast Event
- 8. NEW BUSINESS**
 - A. I-94 West Chamber of Commerce Presentation (Dawn Sperr, President)
- 9. REPORTS OR COMMENTS: Executive Director, President, Members**
- 10. ADJOURNMENT**

**OSSEO ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
February 10, 2020**

1. ROLL CALL

President Poppe called the regular meeting of the Osseo Economic Development Authority to order at 6:00 p.m., Monday, February 10, 2020.

Members present: Teresa Aho, Deanna Burke, Harold E. Johnson, Sherry Murdock, Duane Poppe, Mark Schulz, and Larry Stelmach.

Members absent: None.

Staff present: Executive Director Riley Grams, City Planner Nancy Abts, and City Attorney Mary Tietjen.

Others present: Preston Kroska and Kenny Nelson.

2. APPROVAL OF AGENDA

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

3. APPROVAL OF MINUTES – JANUARY 13, 2020

A motion was made by Stelmach, seconded by Aho, to approve the minutes of January 13, 2020, as presented. The motion carried 7-0.

4. MATTERS FROM THE FLOOR – None.

5. PUBLIC HEARINGS – None.

6. ACCOUNTS PAYABLE

Executive Director Riley Grams presented the EDA Accounts Payable listing.

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

7. OLD BUSINESS – None.

8. NEW BUSINESS

A. HENNEPIN COUNTY CONSOLIDATED PLAN HOUSING PROGRAMS PRESENTATION –
Tonja West-Hafner

Grams stated Tonja West-Hafner, Program Analysis Supervisor with the Hennepin County Housing Development and Finance Department, was on hand to present information regarding the Hennepin County Consolidated Plan Housing Programs. The draft 2019 Annual

Action Plan for Hennepin County Consortium was completed in April 2019. This plan identifies the use of the estimated funding through three Federal programs: Community Development Block Grant (CDBG), HOME Investment Partnership (HOME), and Emergency Solutions Grant (ESG).

Tonja West-Hafner, Hennepin County, introduced herself to the EDA. She explained she was in the middle of a five year planning process. She commented further on the consolidated planning process and reported the timeline for this plan would run from 2020 through 2024. She explained Hennepin County was growing in population, particularly its seniors. She discussed the importance of residents filling out the 2020 census. She described how rental rates were rising faster than incomes and noted Hennepin County did not have enough affordable housing units. She reviewed the comments the County received from the public at three different listening sessions stating affordable housing, homelessness, homeownership, and neighborhood revitalization were all areas of concern. She then discussed how the County was being directed to prioritize its spending and what public services to provide.

Ms. West-Hafner commented on the Federal block grants that were available from HUD through the CDBG program to create affordable housing for low income households. She reviewed several photos of rehabilitation and conversion projects that transformed vacant buildings into low income housing. She noted the County was allocated \$2.97 million in CDBG funds for 2019. The allocations for 2019 were reviewed in further detail with the EDA.

Johnson commented on the expense renters must pay for applications and apartment deposits. Ms. West-Hafner reported the County was working with landlords to try and address these fees.

Johnson questioned how block grant funds can be used to assist with keeping a property affordable. Ms. West-Hafner explained that block grants can be awarded to assist with rehabbing an existing property, but that the additional costs and requirements associated with using federal funding must be weighed against the overall benefit of receiving grant funds.

Grams asked if funds were available to assist with code enforcement initiatives. Ms. West-Hafner reported funds were available to assist with code inspection/enforcement efforts but that certain criteria must be met. She commented that fewer cities were using CDBG funds for this use.

Stelmach inquired if funds were available for youth and senior activities. Ms. West-Hafner reported funds were available but the City would have to increase the service they were providing or provide a completely new activity for youth and seniors. She described the youth and senior activities that have been sponsored by the County.

Poppe thanked Ms. West-Hafner for her presentation to the EDA.

B. APPROVE BUSINESS SURVEY AND INCENTIVES

City Planner Nancy Abts explained this survey will be distributed to businesses listed in the City's business directory. The survey will also be available for pick up at the business forum on February 27. The survey can be mailed back to the EDA or completed online. A unique identifier code will be added to all printed surveys and entered online to track responses. This way, reminder post cards will not be sent to those who have completed the survey by the end

of March. The online response option will reach home-based businesses and others not in the directory.

Abts reported an expected response rate for mailed surveys is around 20 percent. Reminder postcards for non-responders can increase responses around 5 percent. Providing incentives for returning the survey and allowing online responses also increase response rates. Staff suggests providing a free gateway sign message as an incentive for businesses that return the survey. The EDA could make this recommendation for City Council approval. Commissioner Burke also suggested drawing from the list of survey responses to create a "business of the month" feature at future EDA meetings. This would be an opportunity to highlight lesser-known Osseo-based businesses.

Schulz stated he supported the proposed survey. He commented his only concern was with the incentive program. He feared this would set a precedent that the Council has been good about protecting. He suggested the EDA cover the fee for any messages that are offered for the gateway sign.

Murdock agreed with this suggestion.

Johnson commented the EDA has never been reimbursed for the amount put into the gateway sign. Grams indicated the EDA covered the funding gap and was not supposed to be reimbursed for the sign expense.

Schulz recommended the EDA put a certain amount of money toward the gateway sign fee incentive and that waivers not be approved for certain businesses.

A motion was made by Murdock, seconded by Burke, to direct staff to proceed with the business survey and that the City Council decides on the funding for the incentives.

Schulz stated the Council cannot commit the EDA to paying certain expenses. He stated if this motion were approved, action could be delayed by the Council which meant the survey would then be delayed.

Johnson suggested one business (that has completed the business survey) per month be drawn and allowed to have a free message on the gateway sign for one week. He estimated this would cost the EDA \$1,000 for the remainder of 2020.

A motion amendment was made by Murdock, seconded by Burke, to direct staff to proceed with the business survey and that the EDA provide a total of \$1,000 to sponsor the incentive program with one business drawn per month and allowed to have a free one-week message on the gateway sign. The amended motion carried 7-0.

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

A. EDA BUSINESS BREAKFAST WOULD BE HELD ON THURSDAY, FEBRUARY 27TH

Abts stated the EDA Business Breakfast would be held on Thursday, February 27, at 7:30 a.m. at the Community Center.

Abts commented on the Ehlers conference she attended last week where Fortune 500 companies in the metro area were discussed.

10. ADJOURNMENT

A motion was made by Stelmach, seconded by Johnson, to adjourn at 7:03 p.m. The motion carried 7-0.

Respectfully submitted,

Heidi Guenther
Minute Maker Secretarial



City of Osseo Economic Development Authority Meeting Item

Accounts Payable Listing

3/9/20 EDA

2020

3

Check Name	Comments	Amount
CITY OF OSSEO	REIMB DEC 2019 LEGAL SVCS	\$127.32
KENNEDY & GRAVEN	DEC 2019 LEGAL SVCS	\$1,056.71
HENN CO PROPERTY TAX	2019 TIF ADMIN FEES	\$4,120.67
KENNEDY & GRAVEN	JAN 2020 LEGAL SVC	\$229.90
MINUTE MAKER SECRETARIAL	2/10/20 MTG MINUTES	\$148.00
		\$5,682.60

EDA MONTH END CASH BALANCE

FUND	DESCRIPTION	DIRECTIONAL		ADJUSTMENTS		3/9/2020 BALANCE	PROPOSED EXPENSE	3/9/2020 BALANCE
		2/10/2020 BALANCE	SIGNAGE REVENUE					
801	GENERAL	430,974.25		(9,540.52)	A	421,433.73	(1,561.93)	419,871.80
806	TIF 2-5 REALIFE	19,340.40		681.37	B	20,021.77	(929.28)	19,092.49
817	TIF 2-4 BELL TOWER	202,551.56		4,894.60	C	207,446.16	(899.65)	206,546.51
819	TIF 2-6 CELTIC CROSSING	63,671.56		0.00		63,671.56	(693.80)	62,977.76
825	TIF 2-8 LANCOR/LYNDES	28,659.43		0.00		28,659.43	(593.60)	28,065.83
836	TIF 2-9 5 CENTRAL	79,360.30		(125,000.00)	D	(45,639.70)	(1,004.34)	(46,644.04)
		1,116,522.61	0.00	(128,964.55)		695,592.95	(5,682.60)	689,910.35
A	INTEREST ALLOCATION		(13,418.58)					
A	YEAR END MKT ADJ		3,878.06					
A				(9,540.52)				
B	INTEREST ALLOCATION		532.41					
B	YEAR END MKT ADJ		148.96					
B				681.37				
C	INTEREST ALLOCATION		3,671.47					
C	YEAR END MKT ADJ		1,223.13					
C				4,894.60				
D	TAXES & SA			(125,000.00)				



Osseo Economic Development Authority Meeting Item

Agenda Item:	Recap Business Forum
Meeting Date:	March 9, 2020
Prepared by:	Nancy S. Abts, AICP, City Planner
Attachments:	Attendee List Photos

Policy Consideration:

Recap February 27th Business Breakfast Forum.

Background:

The first EDA Business Forum was held on Thursday, February 27. There were 34 total attendees (list attached) including representatives of businesses in the Central Business District as well as along County Road 81 and Jefferson Highway. City Department heads as well as members of the EDA, City Council, and Planning Commission also attended.

The program included introductions of all participants, followed by a brief overview of the EDA and its history and mission. Attendees were asked to weigh in on Osseo business needs and suggestions future events. Attendees also received copies of the 2020 Business Survey. Food was catered from Olympia Café, with coffee from Caribou.

In general, the event seemed well received by attendees. Many expressed interest in participating in future business forums. Suggestions included hosting forums at different business locations around town. Several respondents requested additional training and coordination on business social media efforts. Others discussed planned improvements to their buildings, including façade renovations.

EDA members who attended the event can also provide their impressions and reports.

City Goals Met By This Action:

Foster and promote economic development in the City
Increase communication with citizens and encourage citizen engagement

Next steps:

The EDA preliminarily identified October as a date for a second business forum in 2020.

Osseo EDA Business Breakfast

02.27.2020

Ashley	Cook	Owner / Lead Planner	Ashley Skeie Wedding + Events
Renee	Skoglund		Benedictine Senior Living at Steeple Pointe
Samanatha		Marketing	Benedictine Senior Living at Steeple Pointe
Jennifer	Bauernfeind	Owner	Comfort Keepers
Aleah	Clements	Photographer	Created By Me Photography
Michelle	Aalbers	Owner/Operator	Jai Dee
Jodi	Baglien	Owner	Jodi Baglien Aromatherapy
Kerstin	Schulz	Owner	k&co.
Katrina	Barnett	Metal smith/Artist	KaWynn Fine Crafts
Catrielle (Wynn)	Barnett	Textile Artist/Potter	KaWynn Fine Crafts
Marta	Baker		MBB Construction Services, Inc
Teresa	Aho	Owner	Osseo Savitt Paint
Orlando	Ponce	Director of Operations	Ponce Trained Wrestling
Natalie	Kniprath	Branch Manger	Premier Banks - Osseo
Tom	Kern	President	Premier Banks - Osseo
Linda	Trippel	Owner	The Alley
Jennifer	Stricker	CEO	The Vintage Studio
Sherilyn	Mathes		The Wellness Boutique
Kim	Peterson	Owner/Health Coach	The Wellness Boutique
Jesse	Dickinson	Co-Owner	Union Speed and Style
Jordan	Dickinson	Co-Owner	Union Speed and Style
Jessica	Lind Peterson	Co-founder	Yellow Tree Theater
Peter	Carlson	Managing Director	Yellow Tree Theatre
Ashlee	Thostenson	Planning Commission Chair	City of Osseo
Deanna	Burke	Osseo EDA & Planning Commission	City of Osseo
Duane	Poppe	Mayor & EDA President	City of Osseo
Harold	Johnson	Osseo EDA & City Council	City of Osseo
Mark	Schulz	Osseo EDA & City Council	City of Osseo
Mike	Phenow	Fire Chief	City of Osseo
Nancy	Abts	City Planner	City of Osseo
Nick	Waldbillig	Public Works Director	City of Osseo
Riley	Grams	City Administrator - EDA Executive Director	City of Osseo
Shane	Mikkelson	Police Chief	City of Osseo
Sherry	Murdock	Osseo EDA	City of Osseo







City of Osseo Economic Development Authority Meeting Item

Agenda Item: I-94 West Chamber of Commerce Presentation

Meeting Date: March 9, 2020

Prepared by: Riley Grams, Executive Director

Attachments: Chamber Presentation to EDA

Background:

Recently, the Osseo EDA requested Staff set up a presentation from the I-94 West Chamber of Commerce in order to learn more about the organization and what benefits they can provide to the City of Osseo, as well as businesses in and around the Osseo area community.

Dawn Sperr, the President of the I-94 West Chamber of Commerce, will be on hand to provide insight and information to the Osseo EDA about the organizations work.

The mission of the I-94 West Chamber of Commerce is to promote partnerships between businesses, government, and community, providing information and resources, with the goal of creating a positive environment for the I-94 West communities.



Our Mission

The mission of the I-94 West Chamber of Commerce is to promote partnerships between businesses, government, and community, providing information and resources, with the goal of creating a positive environment for the I-94 West communities.

Our Vision

To be a driving force in the development of commerce and to improve the quality of life in the greater I-94 West Chamber of Commerce region through education, advocacy, and connection.

Our Core Values

Professionalism—We will exhibit attributes of highly regarded professionals and offer our talent and expertise for the betterment of our community.

Leadership—We will be true to our role as a business leader in our region and be a model to others in our community. We will properly use our influence to ensure the relevance of our organization and the continued success of our region.

Engagement—We will create opportunities for involvement and listen to the needs of our members.

Collaboration—We will welcome opportunities for cooperation and inclusion in our community. We will work towards a common vision.

Advocacy—We will advocate on behalf of our members for a fair and equitable environment that empowers business towards success.

Education—We will offer worthwhile educational opportunities for our members and community that offer insights into personal and professional growth.



Staff

Dawn Sperr, President
Annette Belding, Membership & Events Director
Karen Barta, Communications Director

Board of Directors

Greg Anzelc, Blue42 Agency, Chairperson
Chad Klein, FedEx Ground, Vice Chairperson
Sheila Zachman, Commercial Realty Solutions, Treasurer
Kelly Eull, Henningson & Snoxell, Ltd., Secretary
Lisa Albers, Rush Creek Golf Club, Past Chairperson
Dave Hanson, CLAM Corporation, Past Treasurer
Nick Shultz, Community Development Bank
Bill Carrington, Voyageur Real Estate Group
Amy Valek, J & B Group
Sarah Becker, Clear Simple Business
Steve Curtis, Express Employment Professionals
Adam Gelling, KING Solutions
David Carlson, Tegrete Corporation, Advisor
Bob Schlichte, Mille Lacs Corporate Ventures, Advisor



Always There.®

471 Active Members (18 Members in Osseo)

- K-Manufacturing, Inc.
- Preferred Welding, Inc.
- Auction Masters
- Infinity Floral
- Comfort Solutions Heating & Cooling
- Cornelius Inc., A Marmon Berkshire Hathaway Company
- Yellow Tree Theatre
- Bob & Carl's Auto Body and Glass Service
- Evans Nordby Funeral Homes - Osseo
- Global Visions, Inc.
- Minnesota Exteriors, Inc.
- Osseo Gun Club
- Premier Banks
- The Villa at Osseo
- A Aart's Speedy Plumbing
- Computer DOCS (Division of LCI)
- Marmon Link

110 Event
Sponsors

2,175 People
Registered
for Events

1,520 Jobs
Searched by
Keywords

A vertical strip of logos for various local businesses and organizations. The logos include: BLUE42 AGENCY (with a cartoon character), FedEx Ground FARMERS SINCE 1919 (with a bull head), STATE BANK OF HAMEL (with a blue and red logo), MILLE LACS CORPORATE VENTURES (with a red and blue logo), J&B GROUP (with a red and white logo), ROGERS PRINTING and Promotional (with a blue star logo), FRANKLIN OUTDOOR ADVERTISING (with a black and white logo), METTLE COMPUTER SOLUTIONS, LLC (with a red and yellow logo), CenterPoint Energy (with a blue and white logo), and Always There.® (with a blue and white logo).



SHARE YOUR VISIT ON SOCIAL MEDIA!

USE:

#i94WCOC #i94West
#thinkchamberfirst



**YOU HAVE
BEEN
VISITED**

*I patronized your
business today
because you are a
member of the*



- ☐ Ribbon Cutting, Window Decal
- ☐ Certificate of Origin/eCertify, Notary Services
- ☐ Visitor Business Card Board
- ☐ Add Chamber logo with link to your website
- ☐ Aspire Publication Advertising
- ☐ Bigfoot
- ☐ I'm Here Cards
- ☐ Social Media : Follow the Chamber on Instagram, LinkedIn, Facebook and Twitter
- ☐ Job Posting Board
- ☐ Hot Deals/Member to Member Deals
- ☐ New website





❏ **Other Benefits**

- Office Depot Office Max Excelerate Discount Program

What are the specific discounts available to our members?

Answer :

- 20-55% less than retail on 406+ item office supply core list
- 20-55% less than retail price on 993 item cleaning & breakroom core list
- Average 10% less than retail price on 289 item technology core list
- 10% Off Store Assortment 6,395 items discounted
- 10% off branded/20% off private brand ink & toner
- 5-10% off everything else (some exclusions apply)
- And more!
- Special pricing on copy & print
 - 2.5¢ black & white copies
 - 22¢ color copies
 - 40% off finishing services - including laminating, binding, vinyl banners and paper upgrades



Chamber Rewards

How it works:

- Share your membership experience with a business. Let them know our Chamber will be contacting them.
- Notify in person or by email who you are referring and the contact information.
- We will contact the referred business regarding membership.
- Once the business joins the Chamber and full payment is received within 30-days, Chamber credit of \$75 for the following year will be rewarded against your membership dues for the next year's Membership Dues for up to 4 referrals at a maximum \$300 discount.
- You will also get a FREE Spotlight profile in our monthly Member Monthly Newsletter if four (4) prospects join within the calendar year. Your profile will reach over 1,200 contacts.







1st Thursday of the Month



3rd Wednesday of the Month



2nd Tuesday of the Month



4th Wednesday of the Month

A vertical strip of logos for various sponsors. From top to bottom: BLUE42 AGENCY (with a cartoon character logo), FedEx Ground FARMERS SINCE 1919 (with a bull logo), STATE BANK OF HAMEL, MILLE LACS CORPORATE VENTURES, J&B GROUP (with a tagline "COMPANY. CUSTOMER. COMMUNITY."), ROGERS PRINTING and Promotional, FRANKLIN OUTDOOR ADVERTISING, METTLE COMPUTER SOLUTIONS, LLC, CenterPoint Energy (with a tagline "Always There."), and a small "i94 west Chamber of Commerce" logo at the bottom.

Thank you!

