



AGENDA – REGULAR MEETING
6:00 p.m., January 11, 2020

Economic Development Authority

- 1. ROLL CALL**
- 2. ELECTION OF EDA OFFICERS**
- 3. APPROVAL OF AGENDA**
- 4. APPROVAL OF MINUTES**

A. December 14, 2020

- 5. MATTERS FROM THE FLOOR**

Members of the public can submit comments online at www.DiscoverOsseo.com/virtual-meeting

- 6. PUBLIC HEARING**
- 7. ACCOUNTS PAYABLE**
- 8. OLD BUSINESS**
- 9. NEW BUSINESS**

A. Discuss 2021 EDA Projects and/or Goals

- 10. REPORTS OR COMMENTS: Executive Director, President, Members**
- 11. ADJOURNMENT**



City of Osseo Economic Development Authority Meeting Item

Agenda Item: Election of EDA Officers

Meeting Date: January 11, 2021

Prepared by: Riley Grams, Executive Director

Attachments: Bylaws of the Economic Development Authority

Policy Consideration:

The EDA should elect Officers to various positions annually.

Background:

Each year, the EDA should elect new Officers. Below is a list of the Officer positions, along with who occupied those positions in 2020.

2020 Officers:

President: Duane Poppe
 Vice President: Mark Schulz
 Treasurer: Harold Johnson
 Assistant Treasurer: Teresa Aho
 Executive Director: Riley Grams
 Secretary: LeAnn Larson

2021 Officers:

President: _____
 Vice President: _____
 Treasurer: _____
 Assistant Treasurer: _____
 Executive Director: Riley Grams
 Secretary: LeAnn Larson

The EDA should consider and vote for appointments to the President, Vice President, Treasurer and Assistant Treasurer positions. See Page 2 of the attached EDA bylaws for Officer descriptions.

Recommendation/Action Requested:

Staff recommends the Economic Development Authority discuss the options available and elect the open Officer positions by motion.

**BYLAWS OF THE CITY OF OSSEO
ECONOMIC DEVELOPMENT AUTHORITY**

ARTICLE I - THE AUTHORITY

Section 1. Name of Authority. The name of the Authority shall be the "City of Osseo Economic Development Authority" (which may sometimes be referred to as the "EDA" or the "Authority"), and its governing body shall be called the Board of Commissioners (the "Board"). The Board shall be the body responsible for the general governance of the Authority and shall conduct its official business at meetings thereof.

Section 2. Seal of Authority. The Authority shall have an official seal, as required by Minnesota Statutes, Section 469.096, Subdivision 1.

Section 3. Office of Authority. The offices of the Authority shall be the Osseo City Hall.

Section 4. Scope of Authority. All actions of the Authority are subject to review and must be confirmed by the City Council of the City of Osseo.

ARTICLE II - BOARD

Section 1. Number and Appointment of Commissioners. The Board of Commissioners consists of seven (7) members, at least 2 of which shall be members of the City Council, appointed by the Mayor and approved by the City Council for six (6) year terms as established by the City Council, except the term of any Commissioner who is a member of the City Council shall end when the City Council term of office ends. A Commissioner shall serve until his/her successor has been appointed and installed. Commissioners may be appointed to serve on the Board for any number of consecutive terms.

Section 2. Eligibility. Any adult resident of the City of Osseo or adult owner of a business located in Osseo shall be eligible to be appointed and installed as a Commissioner.

Section 3. Vacancies. Vacancies shall be filled by appointment made by the Mayor and approved by the City Council and shall be for the unexpired term of the Commissioner who vacated his/her position.

Section 4. Removal. A Commissioner may be removed by the City Council for inefficiency, neglect of duty, or misconduct in office. Removal shall only be after a hearing as prescribed by M.S. 469.095, Subd. 5. The Board of Commissioners may recommend removal of a Commissioner upon a majority vote of the other Commissioners present at the meeting.

ARTICLE III - OFFICERS

Section 1. Officers. The officers of the Authority shall be a President, a Vice-President, a Treasurer, an Assistant Treasurer, and a Secretary. All officers shall be elected annually by the Authority. The President, the Vice-President, and the Treasurer shall be members of the Board; the Secretary and the Assistant Treasurer need not be members of the Board. No Commissioner may be both President and Vice-President simultaneously and the President and Vice-President shall not hold any other office with the Authority. No Commissioner may be both Treasurer and Assistant Treasurer simultaneously. The Treasurer must be a member of the City Council. The President may be any member of the Authority. The office of Assistant Treasurer may be held by the Executive Director.

Section 2. President. The President shall preside at all meetings of the Board. Except as otherwise authorized by resolution of the Board, the President shall sign all contracts, deeds, and other instruments made or executed by the Authority. At each meeting the President shall submit such recommendations and information as he or she may consider proper concerning the business, affairs, and policies of the Authority.

Section 3. Vice-President. The Vice-President shall perform the duties of the President in the absence or incapacity of the President; and in case of the resignation or death of the President, the Vice-President shall perform such duties as are imposed on the President until such time as the Board shall elect a new President.

Section 4. Secretary. The Secretary shall keep minutes of all meetings of the Board and shall maintain all records of the Authority. Official Board minutes may be taken by an outside consultant used by the City, if applicable. The Secretary shall also have such additional duties and responsibilities as the Board may from time to time and by resolution prescribe.

Section 5. Treasurer. City Staff shall have the care and custody of all funds of the Authority and shall deposit the same in the name of the Authority in such banks or banks as the Board may select. Staff shall notify the Treasurer of such deposits. The Treasurer shall sign all Authority orders and checks for the payment of money and shall pay out and disburse such moneys under the direction of the Board. Staff shall prepare checks and financial reports and submit same to the Treasurer for review. Staff shall render to the Board, at least annually (or more often when requested), an account of such transactions and also the financial condition of the Authority.

Section 6. Assistant Treasurer. The Assistant Treasurer has the powers and duties of the Treasurer if the Treasurer is absent or disabled.

Section 7. Additional Duties. The officers of the Authority shall perform such other duties and functions as may from time to time be required by the Board or the bylaws or rules and regulations of the Authority.

Section 8. Vacancies. Should the office of President, Vice-President, Treasurer, Assistant Treasurer, or Secretary become vacant, the Board shall elect a successor from its membership at the next regular meeting, or at a special meeting called for such purpose, and such election shall be for the unexpired term of said officer.

Section 9. Additional Personnel. The Board may from time to time employ such personnel as it deems necessary to exercise its powers, duties, and functions. The selection and compensation of such personnel shall be determined by the Board.

9.1 Executive Director. The City Administrator shall serve as the Executive Director of the Authority; however, such service is at the pleasure of the Board and may be terminated at any time with or without cause. The Executive Director shall not be a member of the Board, however the Executive Director may also hold the office of Assistant Treasurer. The Executive Director shall handle day-to-day matters of the Authority on behalf of the Authority at the direction of the Board.

Section 10. Signature Authority. The following signature authority shall be authorized for transactions executed under direction of the Board:

- (A) All orders and checks of the Authority for the payment of money as directed by the Board shall be signed by the President and Treasurer.
- (B) All contracts, deeds, and other instruments made or executed by the Authority, except as otherwise authorized by resolution of the Board, shall be signed by the President and the Executive Director.
- (C) The Vice-President shall have the capacity to sign as an alternate officer of the Authority under certain extenuating circumstances such as lengthy excused absence, vacancy, termination, resignation, incapacitation or death of the President, Treasurer, Assistant Treasurer, or Executive Director. The Vice-President may sign as an alternate for only one absent officer for any Authority matter until the absent officer has returned or a successor is elected to fill the office. The Vice-President may not sign in the capacity of more than one officer for any particular item requiring more than one signature.
- (D) For purposes of definition, absent is defined as “a period, usually significant in length, during which an officer is away and/or unable to fulfill the officer’s role within the Authority leading to the potential for business issues of the Authority to be delayed and/or deadlines to be missed.”

ARTICLE IV - MEETINGS

Section 1. Regular Meetings. The Board may hold regular meetings according to a meeting schedule, if any, adopted or revised from time to time by the Board, and shall hold at least one regular meeting each month. The Board shall approve the annual meeting dates for the following year at the last meeting of the calendar year.

Section 2. Special Meetings. Special meetings of the Board may be called by the President or any two members of the Board for the purpose of transacting any business designated in the call. The call for a special meeting may be delivered at any time prior to the time of the proposed meeting to each member of the Board or may be mailed to the business or home address of each member of the Board at least three (3) days prior to the date of such special meeting or electronically notified by the Executive Director (email, phone call, text, etc.). At such special meeting no business shall be considered other than as designated in the call. Notice of any special meeting shall be posted and/or published as may be required by law.

Section 3. Quorum. The powers of the Authority shall be vested in the Board. Four (4) Commissioners shall constitute a quorum for the purpose of conducting the business and exercising the powers of the Authority and for all other purposes, but a smaller number may adjourn from time to time until a quorum is obtained. When a quorum is in attendance, action may be taken by the Board upon a vote of a majority of the Commissioners present.

Section 4. Order of Business. At the regular meetings of the Board the following shall be the order of business:

1. Roll call
2. Approval of agenda
3. Approval of the minutes of previous meeting
4. Matters from the floor
5. Public hearings
6. Accounts payable
7. Old business
8. New business
9. Executive Director's report
10. Other reports
11. Adjournment

Section 5. Adoption of Resolutions. Resolutions of the Board shall be deemed adopted if approved by not less than a simple majority of all Commissioners present, unless a different requirement for adoption is prescribed by law. Resolutions may but need not be read aloud prior to vote taken thereon but the title must be read aloud prior to vote taken thereon. Resolutions shall be reduced to writing and shall be executed after passage. Voting on resolutions shall be by roll call vote.

All resolutions shall be written or transcribed and shall be retained in the journal of the proceedings maintained by the Secretary.

Section 6. Rules of Order. The meetings of the Board shall be governed by the most recent edition of Robert's Rules of Order.

ARTICLE V - MISCELLANEOUS

Section 1. Amendments to Bylaws. The bylaws of the Authority shall be amended only by resolution approved by at least four (4) of the members of the Board. Amendments to the Bylaws must be approved by the City Council of the City of Osseo before becoming effective.

Section 2. Fiscal Year. The fiscal year of the Authority shall coincide with the fiscal year of the City of Osseo.

Section 3. Review of Commission Applications. Applications or letters of interest for open seats on the Authority shall be reviewed by the City Council. The City Council has the sole authority to appoint Commissioners to the Board.

Section 4: Annual General Operating Budget. The Authority shall adopt an annual general operating budget.

Section 5: Tax Increment and Other Special Revenue Funds. In addition to the City's annual Audit, the Authority shall annually conduct an analysis of its Tax Increment and Other Special Revenue Funds by its Financial Advisor.

ATTEST:

City of Osseo Economic
Development Authority

City of Osseo

President

Mayor

Secretary

Administrator

**OSSEO ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
December 14, 2020**

1. ROLL CALL

President Duane Poppe called the regular meeting of the Osseo Economic Development Authority to order at 6:00 p.m., Monday, December 14, 2020. Due to the COVID-19 pandemic this meeting was held virtually.

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

Members absent: Deanna Burke.

Staff present: Executive Director Riley Grams and City Attorney Mary Tietjen.

Others present: Dave Kiser.

2. APPROVAL OF AGENDA

A motion was made by Stelmach, seconded by Schulz, to approve the Agenda as presented. A roll call vote was taken. The motion carried 6-0.

3. APPROVAL OF MINUTES – NOVEMBER 9, 2020

A motion was made by Murdock, seconded by Schulz, to approve the minutes of November 9, 2020, as presented. A roll call vote was taken. The motion carried 6-0.

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 Stelmach, to approve the Accounts Payable. A roll call vote was taken. The motion carried 6-0.

7. OLD BUSINESS

A. APPROVE 2021 OSSEO ECONOMIC DEVELOPMENT AUTHORITY BUDGET

Grams stated the EDA sets its own fiscal budget for the following year. The budget is usually approved during the last meeting of the year in December. The EDA discussed the first draft of the 2021 budget at the November 9 meeting. The only discussion and direction to staff was whether to use unused training and travel funds from 2020 to help fund the recent Small Business Saturday event. Because the timeframe was short and there had not been any meaningful proposal forthcoming, the EDA opted to scrap that idea and instead potentially revisit this item in 2021, pending available funding. The EDA should discuss the final 2021 budget and direct staff accordingly.

Johnson asked if the EDA would be paying the City \$17,500 at the end of the year. Grams reported this would occur.

Johnson commented on how the bank balance for the EDA had dropped in 2020. Grams explained in 2021 the EDA may need to look at increasing revenues to keep the EDA financially viable.

A motion was made by Johnson, seconded by Aho, to approve the 2021 Osseo EDA Budget. A roll call vote was taken. The motion carried 6-0.

8. NEW BUSINESS

A. CCX SMALL BUSINESS ADVERTISING ASSISTANCE PROGRAM PRESENTATION – Dave Kiser, CCX Media

Grams stated the City of Osseo is served by local community television CCX Media, established in 1982. CCX Media provides a connected community experience for the northwest suburbs of Minneapolis, which includes Osseo. In response to the on-going COVID-19 pandemic, CCX Studios is offering a variety of video production packages to local small businesses in our area. The Small Business Advertising Assistance Program utilizes a package of advertising services and will help develop custom video solutions and offer advertising on all CCX Media's platforms.

Dave Kiser, CCX Media, provided the EDA with a presentation on the Small Business Advertising Assistance Program. He noted this was a multi-faceted approach that was created in September by CCX. He explained he was working with business associations and chambers of commerce to reach local businesses. He stated CCX was working to promote local small businesses offering \$1,000 of advertising for \$100. He commented on how the videos that have been created have been working to promote small businesses. He stated he would like to promote this program to the businesses in Osseo.

Stelmach thanked CCX for its efforts. He stated he looked forward to telling Osseo businesses about this program.

Johnson commented this was an appealing program. He thanked CCX for working on behalf of local small businesses. He discussed the number of CCX channels that were available to Osseo

residents. Mr. Kiser indicated CCX's traffic was heavier on their website than local cable channels these days.

Schulz reported Roku would allow Osseo residents to have full access to CCX. He stated he appreciated the fact that CCX was continuing to evolve as technology changes. Mr. Kiser discussed how he was working with Golden Valley to address its changing technology needs.

Johnson suggested the Osseo EDA consider taking out an ad to highlight all the City's businesses.

Murdock supported this recommendation.

Schulz suggested the EDA address this matter in January 2021.

B. REVIEW 2021 EDA MEETING SCHEDULE AND OFFICER POSITIONS

Grams reviewed the 2021 EDA meeting schedule and recommended approval. He reported staff plans for all meetings to continue to be held virtually at the beginning of 2021. It was noted Commissioner-elect Alicia Vickerman would be filling Commissioner Schulz's position in 2021.

C. APPROVE MUNICIPAL ADVISOR CLIENT DISCLOSURE AGREEMENT WITH EHLERS

Grams explained Ehlers is registered as a Municipal Advisor and required by the Municipal Securities Rulemaking Board (MSRB) to provide various disclosures including potential conflicts of interest, scope of services, compensation, and other disclosures detailing its obligations and responsibilities to municipal or obligated person clients. These disclosures must be provided to the City/EDA prior to or upon Ehlers engaging in any municipal advisory activity. To comply with this requirement, Rebecca Kurtz has asked the Osseo Economic Development Authority to approve the Municipal Client Disclosure Agreement. This annual Disclosure Agreement allows Ehlers to provide uninterrupted municipal advisor advice through December 31, 2021. Under this disclosure and at no charge, Ehlers can answer the City's municipal advisory questions, analyze refunding opportunities, and provide preliminary debt issuance planning advice. If any preliminary debt issuance planning advice the City requests results in a debt issuance, Ehlers will then provide a separate scope of service and fee disclosure for that specific project.

Johnson asked if the City Council also had to approve this agreement. Grams reported this agreement was combined and needed approval from the EDA and City Council.

A motion was made by Johnson, seconded by Stelmach, to approve the 2021 Municipal Advisor Client Disclosure Agreement with Ehlers & Associates. The motion carried 6-0.

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

Grams thanked the EDA for its service during 2020. He noted 2020 had been a difficult year and he was pleased with how the EDA had worked to keep things running smoothly.

Grams presented Commissioner Schulz with a plaque and thanked him for his 11 years of dedicated service to the City of Osseo.

City Attorney Mary Tietjen wished everyone a Happy New Year.

Murdock thanked Commissioner Schulz for his service to the City of Osseo.

Aho thanked all the residents who participated in Small Business Saturday.

Johnson thanked Commissioner Schulz for his service to the City.

Johnson reported Hennepin County would have free COVID-19 testing at the Brooklyn Park Community Center. In addition, free cloth masks would be available for those in need. He suggested that the City consider handing out masks to those that attend the food gathering this Saturday. He commented he looked forward to seeing what type of funding would be coming from the legislature.

Stelmach thanked Commissioner Schulz for his years of service. He thanked Commissioner Aho for her efforts to promote Small Business Saturday. He encouraged residents to continue to shop local.

Schulz stated he has appreciated the relationships he has formed on the EDA over the past 11 years. He commented on some of the projects that were completed over the past decade. He encouraged the EDA to continue to seek opportunities to improve and grow the town, without losing sight of what Osseo is.

Poppe thanked Schulz for his years of service to the community.

10. ADJOURNMENT

A motion was made by Schulz, seconded by Aho, to adjourn at 6:40 p.m. A roll call vote was taken. The motion carried 6-0.

Respectfully submitted,

Heidi Guenther
Minute Maker Secretarial

City Of Osseo

Payments

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Current Period: JANUARY 2021

Payments Batch 1-11-21 EDA PAYABLES**\$136,688.15**

Refer	0 5C OSSEO HOLDINGS LLC	-			
Cash Payment	E 836-71000-315 TIF DISTRIBUTION	2-9 2ND HALF TIF DISTRIBUTION 2020			\$54,365.46
Invoice	2020-2	1/1/2021			
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE 10110	Total	\$54,365.46
Refer	0 AHO, TERESA	-			
Cash Payment	E 801-71000-106 PART TIME WAGES	EDA PER DIEM 2020			\$180.00
Invoice		1/1/2021			
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE 10110	Total	\$180.00
Refer	0 BURKE, DEANNA	-			
Cash Payment	E 801-71000-106 PART TIME WAGES	2020 EDA PER DIEM			\$150.00
Invoice		1/1/2021			
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE 10110	Total	\$150.00
Refer	0 CAS PROPERTIES LLC	-			
Cash Payment	E 817-71000-315 TIF DISTRIBUTION	2-4 2ND HALF TIF DISTRIBUTION 2020			\$7,358.56
Invoice	2020-2	1/1/2021			
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE 10110	Total	\$7,358.56
Refer	0 FIRST MINNESOTA BANK	-			
Cash Payment	E 806-71000-315 TIF DISTRIBUTION	2-5 2ND HALF TIP DISTRIBUTION 2020			\$44,381.12
Invoice	2020-2	1/1/2021			
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE 10110	Total	\$44,381.12
Refer	0 JOHNSON, HAROLD E	-			
Cash Payment	E 801-71000-106 PART TIME WAGES	2020 PER DIEM EDA			\$180.00
Invoice		1/1/2021			
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE 10110	Total	\$180.00
Refer	0 LYNDE ENTERPRISES	-			
Cash Payment	E 825-71000-315 TIF DISTRIBUTION	2-8 2ND HALF TIF DISTRIBUTION 2020			\$9,609.90
Invoice	2020-2	1/1/2021			
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE 10110	Total	\$9,609.90
Refer	0 MEER	-			
Cash Payment	E 819-71000-315 TIF DISTRIBUTION	2-6 2ND HALF TIF DISTRIBUTION 2020			\$19,625.11
Invoice	2020-2	1/1/2021			
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE 10110	Total	\$19,625.11
Refer	0 MINUTE MAKER SECRETARIAL	-			
Cash Payment	E 801-71000-307 RECORDING SERVICE	MEETING MINUTES EDA 12/14/20			\$148.00
Invoice	M1190	12/15/2020			
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE 10110	Total	\$148.00
Refer	0 MURDOCK, SHERRY	-			
Cash Payment	E 801-71000-106 PART TIME WAGES	EDA PER DIEM 2020			\$165.00
Invoice		1/1/2021			
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE 10110	Total	\$165.00
Refer	0 POPPE, DUANE	-			
Cash Payment	E 801-71000-106 PART TIME WAGES	2020 PER DIEM EDA			\$180.00
Invoice		1/1/2021			

City Of Osseo

Payments

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Current Period: JANUARY 2021

Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE	10110	Total	\$180.00
Refer	0 SCHULZ, DR MARK					
Cash Payment	E 801-71000-106 PART TIME WAGES - 2020 EDA PER DIEM					\$165.00
Invoice	1/1/2021					
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE	10110	Total	\$165.00
Refer	0 STELMACH, LARRY					
Cash Payment	E 801-71000-106 PART TIME WAGES - 2020 PER DIEM EDA					\$180.00
Invoice	1/1/2021					
Transaction Date	1/7/2021	Due 2/6/2021	EDA PREMIER CHE	10110	Total	\$180.00

Fund Summary

10110 EDA PREMIER CHECKING

801 GENERAL EDA	\$1,348.00
806 TIF 2-5 REALIFE	\$44,381.12
817 TIF 2-4 BELL TOWER	\$7,358.56
819 TIF 2-6 CELTIC CROSSING	\$19,625.11
825 TIF 2-8 LANCOR/LYNDES	\$9,609.90
836 TIF 2-9 5 CENTRAL	\$54,365.46
	\$136,688.15

Pre-Written Checks	\$0.00
Checks to be Generated by the Computer	\$136,688.15
Total	\$136,688.15

City Of Osseo

Payments

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Current Period: DECEMBER 2020

Payments Batch 12-17-20 EDA AP		\$1,249.49
Refer	0 KENNEDY & GRAVEN, CHARTERED	
Cash Payment	E 801-71000-304 LEGAL SERVICE - CIVI	SEPT 2020 LEGAL SVCS EDA MATTERS \$110.49
Invoice	SS115-00002	9/30/2020
Cash Payment	E 801-71000-304 LEGAL SERVICE - CIVI	SEPT 2020 LEGAL SVCS EDA URBAN \$1,139.00
		TOWNHOME PROJECT
Invoice	SS115-00015	9/30/2020
Transaction Date	12/17/2020	Due 1/16/2021 EDA PREMIER CHE 10110
Total		\$1,249.49

Fund Summary

	10110 EDA PREMIER CHECKING
801 GENERAL EDA	\$1,249.49
	<u>\$1,249.49</u>

Pre-Written Checks	\$0.00
Checks to be Generated by the Computer	\$1,249.49
Total	<u>\$1,249.49</u>



City of Osseo Economic Development Authority Meeting Item

Agenda Item: Discuss 2021 EDA Goals/Projects

Meeting Date: January 11, 2021

Prepared by: Riley Grams, Executive Director

Attachments: None

Background:

The EDA should consider a working list of goals and/or projects that the Authority believes should be considered in 2021. Recently, I sent an email to the EDA asking if there were any important projects or goals that should be considered. Below is a running list of topics I received. The EDA should discuss these ideas and provide some direction to Staff moving forward.

I-94 West Chamber of Commerce Membership:

The EDA has budgeted for and elected to be a member of the I-94 West Chamber of Commerce. Staff is completing the membership application, which will be live shortly. Outside of being a general member, the EDA should consider how we can leverage our membership to help our Osseo business community in the best way possible. This would include:

- Which events should EDA members consider for participation
- Which EDA members would attend the selected events
- Advertising in various area forums
- Potentially receiving an updated presentation from the Chamber Staff on how to maximize the I-94 West Chamber of Commerce membership at an upcoming EDA meeting

Small Business Support:

Discussion late last year involved a more hands-on approach to Small Business Saturday (which is scheduled for Saturday November 27, 2021).

- What can the EDA do to help support participating Osseo businesses for Small Business Saturday (advertising opportunities, etc)
- Any additional activities – how can the EDA implement and support them
- Partnering with the local Osseo business organization to host an event

EDA Educational Opportunities:

Education is critical for the EDA to stay on top of current economic development trends. I actively participate in economic development sessions in all of my conferences and professional organizations. EDA members should always be on the lookout (as well as Staff) for educational opportunities.

- Are there any educational programs that I (or anyone else) can take to learn more about the required knowledge needed to be a more productive member on the committee
- Any seminar or workshop that involves Tax Increment Financing
- Minnesota Department of Employment and Economic Development (DEED) conferences and seminars

Current Local TIF Districts:

- Short-term and long-term decisions will need to be made on a number of active TIF districts within the City. Including: TIF 2-4: Bell Tower, TIF 2-5: Realife Senior Housing, and TIF 2-9: 5 Central. More information and discussion on those districts will be forthcoming as we get closer to the eventual maturity dates. We could dedicate one EDA meeting this year to reviewing those districts (outside of our annual review with Rebecca) to generate some ideas on how to handle these. Gary Groen will need to be a part of those discussions as well.
- Highest priority is the Bell Tower TIF district. The EDA had a preliminary discussion about this district late last year to get EDA members thinking about opportunities.

Local Media and Advertising:

Discussions are in place with CCX Media to create a City-wide advertising campaign (most likely need video footage during the summer months) to help support downtown and CR81 businesses. Ideas may include hiring an outside ad agency to create a comprehensive advertising campaign for the City (which would include video, still pictures, social media content, Gateway Sign content, paper and digital advertising content and so on).

Recommendation/Action Requested:

Staff recommends the Economic Development Authority discuss the options available and direct Staff accordingly.