

**OSSEO ECONOMIC DEVELOPMENT AUTHORITY  
REGULAR MEETING MINUTES  
November 9, 2020**

1. ROLL CALL

President Poppe called the regular meeting of the Osseo Economic Development Authority to order at 6:00 p.m., Monday, November 9, 2020. Due to the COVID-19 pandemic this meeting was held virtually.

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

Members absent: None.

Staff present: Community Management Coordinator Joe Amerman and City Attorney Mary Tietjen.

Others present: None.

2. APPROVAL OF AGENDA

**A motion was made by Schulz, seconded by Johnson, to approve the Agenda as presented. A roll call vote was taken. The motion carried 7-0.**

3. APPROVAL OF MINUTES – OCTOBER 12, 2020

**A motion was made by Johnson, seconded by Stelmach, to approve the minutes of October 12, 2020, as presented. A roll call vote was taken. The motion carried 7-0.**

4. MATTERS FROM THE FLOOR – None.

5. PUBLIC HEARINGS – None.

6. ACCOUNTS PAYABLE

Amerman presented the EDA Accounts Payable listing.

**A motion was made by Johnson, seconded by Stelmach, to approve the Accounts Payable.**

Johnson commented the last CARES Act grant payment was made through this Accounts Payable. He reported this money had to be spent by November 15.

**A roll call vote was taken. The motion carried 7-0.**

7. OLD BUSINESS – None.

8. NEW BUSINESS

A. DISCUSS 2021 EDA BUDGET

Amerman stated each year the EDA sets its own fiscal budget for the following year. The budget is usually approved at year end. The EDA should discuss any potential changes to the 2021 budget and direct staff accordingly. Staff will make recommended changes and update the budget worksheet accordingly. The updated EDA budget will come back to the EDA for final approval at the December 14 meeting.

Johnson discussed the 2020 budget and commented on the overages. He supported the EDA putting aside funding for Small Business Saturday for 2021. He discussed the \$40,000 that is paid to the City for EDA expenditures and questioned if this amount should be increased. He supported the Chamber of Commerce dues being included in the budget.

Poppe recommended the budget be brought back to the EDA in December for approval.

B. SMALL BUSINESS SATURDAY EVENTS

Amerman explained the 2020 Small Business Saturday falls on Saturday, November 28. EDA Commissioner Teresa Aho and Kerstin Schulz are promoting Osseo Small Business Saturday, which focuses on costumers patronizing their small local businesses rather than big box or online retail stores. Businesses confirmed to be participating in 2020 include Osseo Savitt Paint, k & co., Ashley Skeie Wedding and Event Planning, and The Wellness Boutique. Additional businesses are tentatively planning for other online or instore events, with confirmations coming soon.

Aho reported Thistles and Threads would also be participating in Small Business Saturday. She explained she was still working to see what other businesses would be involved. She commented events were being planned both online and instore. She requested a message be placed on the City's gateway sign regarding Small Business Saturday and that this be done free of charge.

Johnson suggested the EDA put \$1,000 toward a Small Business Saturday drawing.

Schulz commented the group was proposing to have drawings. He questioned if the EDA could provide funding for a drawing or raffle. He explained the businesses were seeking assistance from the EDA to have a message on the gateway sign or by providing other advertising for the event. He stated he could support putting funds aside for this event, but he would have to better understand how they would be used.

Stelmach indicated he supported the City posting a message regarding Small Business Saturday on the gateway sign. He commented he had some concerns regarding giving away

money for a raffle or drawing. He questioned if there would be a net change in the event if the EDA were to donate funds. He believed this action was in the “gray” area for him.

Poppe asked if American Express had decals and advertising items for this event.

Aho reported she signed up for this and there was no charge for these items, which included signage, pens, and buttons.

Poppe supported a message for Small Business Saturday being placed on the gateway sign.

Aho explained the number of businesses involved in this event had declined this year due to COVID-19. She indicated these businesses were brainstorming how to be involved online or in other ways.

Johnson stated the reason he suggested a donation to Small Business Saturday was because he believed this would promote business development in Osseo. City Attorney Tietjen reported this event would serve the purpose of promoting the City while encouraging economic activity in Osseo.

Aho questioned if the EDA would have to set limits or restrictions on the donation. City Attorney Tietjen explained the donation would be made to promote Osseo businesses and no time limit would have to be set. She indicated the whole concept of Small Business Saturday was to focus on small businesses within a community.

Poppe asked how this donation could be utilized by the event. City Attorney Tietjen stated she would like to investigate this further to see if a donation could be used for raffles or direct prizes.

Murdock suggested “Osseo” money be created to encourage winners to spend the “Osseo” dollars within the community.

Schulz stated he did not have a problem with providing funding for this event; however, he feared that people could counterfeit the “Osseo” money. He commented the matter on the floor was whether the EDA wanted to provide a donation to the event.

Johnson explained he supported Small Business Saturday receiving a donation in 2020.

Schulz indicated as much as he supported small businesses in Osseo, he feared all the issues surrounding a donation could not be worked out in two weeks. Therefore, he recommended a donation be considered for 2021.

Stelmach stated there were a lot of moving parts when trying to spend EDA money. He explained he liked the idea of donating, but anticipated this decision could be better made in 2021 after receiving additional feedback from the City Attorney. He commented he would not be supporting the EDA donating in 2020.

Aho believed it would make more sense to donate in 2021 when all of the details can be worked out between all small businesses and the EDA.

Poppe agreed this would make the most sense.

Stelmach discussed how the event changes if funding was provided by the EDA. He agreed a donation should hold off until 2021.

Aho questioned if a \$50 gift card could be provided from the EDA this year and then further details could be worked out for 2021.

Johnson stated the EDA would have a difficult time ensure the \$50 gift card was spent in Osseo, but this could be strongly encouraged.

Poppe indicated a name could be drawn, and \$50 could be spent at a participating local business. This business could then submit a receipt to the EDA and this money could be reimbursed.

Stelmach questioned how this gets communicated to all the businesses in Osseo. He believed that a donation should be considered for 2021 versus trying to figure this out for 2020. He recommended the EDA consider subsidizing a food truck to draw people into Osseo for Small Business Saturday versus sponsoring a raffle.

Poppe stated this was a good idea. He supported the EDA promoting the event on the gateway sign and working through a plan for a donation in 2021.

Schulz recommended the Osseo based food truck be invited to participate in Small Business Saturday along Main Street. The EDA agreed.

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

Johnson thanked all the volunteers who helped hang lights on main street last Saturday.

Schulz thanked Councilmember Johnson for his suggestions and stated he looked forward to the EDA acting on these suggestions in the coming year.

10. ADJOURNMENT

**A motion was made by Schulz, seconded by Aho, to adjourn at 6:47 p.m. A roll call vote was taken. The motion carried 7-0.**

Respectfully submitted,

Heidi Guenther  
*Minute Maker Secretarial*