

**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