

**OSSEO ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
October 11, 2021**

1. ROLL CALL

President Poppe called the regular meeting of the Osseo Economic Development Authority to order at 6:00 p.m., Monday, October 11, 2021.

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

Members absent: None.

Staff present: Executive Director Riley Grams, Community Management Coordinator Joe Amerman, and City Attorney Mary Tietjen.

Others present: None.

2. APPROVAL OF AGENDA

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

3. APPROVAL OF MINUTES – SEPTEMBER 13, 2021

A motion was made by Stelmach, seconded by Aho, to approve the minutes of September 13, 2021, 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 Vickerman, to approve the Accounts Payable. The motion carried 7-0.

7. OLD BUSINESS – None.

8. NEW BUSINESS

A. Small Business Saturday Events

Community Management Coordinator Joe Amerman stated staff has been developing plans for Small Business Saturday on November 27 to support Osseo's small businesses. Leading up to November 27 city staff will distribute 'Small Business Saturday Passports' to participating businesses for residents to pick up ahead of time, and these passports will also be available at

City Hall. The passports will have a square or space for each of the participating businesses. On Small Business Saturday itself, shoppers will be able to receive checkmarks at each of the participating business locations they visit between 10 am and 4 pm. Shoppers would be given a period of time to turn their passports into City Hall to be considered for a prize drawing. Depending on the number of businesses they were able to visit, they would qualify for progressively larger prizes, with those shoppers that completed their passport qualifying for a grand prize. Staff explained before being considered a participating business the city is seeking cooperation as follows:

1. Remain open to foot traffic between 10 am and 4 pm on Small Business Saturday.
2. Create an in-house deal or offer that acts as an additional draw to your location. This will be advertised by the city, though we are not asking for anything specific, simply whatever works best for that business.
3. A donation to the prize drawings, between \$20-\$25 in value, redeemable at their location.

Amerman reported in return for their participation the city will offer the business a week of advertising on the gateway sign, at no cost to the business. Their advertisement will run from Monday to Sunday, one of the weeks from November 1 - December 26. The city will also promote the businesses on the city social media pages in the weeks leading to Small Business Saturday. Staff commented further on other options available for this event, which included music, food trucks, and street closures, and requested feedback from the EDA.

Stelmach suggested a note be sent to all commercial properties in Osseo with their third quarter utility bill with information regarding Small Business Saturday to encourage further participation.

Murdock asked if the City could provide fire pits for the event.

Poppe noted the city of Champlin had fire pits that Osseo might borrow for this event.

Vickerman commented her only concern with the event would be with the food trucks. She explained she would rather have shoppers visiting the local restaurants than at food trucks on Small Business Saturday. She indicated she would like to hear more from the local business owners on how they feel about closing the street.

Stelmach stated in the past when the Council has talked to its local restaurant owners, they welcomed the use of food trucks during special events because they assist in drawing more people into the community. He understood that it may be a little chilly on Small Business Saturday and noted a food truck may be geared towards some shoppers while others would prefer to sit and eat at a local restaurant. He noted the donut food truck could be invited to attend this event.

Murdock stated a food truck with hot chocolate and coffee would be a great addition.

Aho commented hopefully the Annabelle House, which is a coffee shop on Main Street, would be open by Small Business Saturday.

Johnson questioned if food trucks could be located along Central Avenue. Grams reported this was allowed during special events.

Aho asked how many businesses had not been contacted to date. Amerman estimated there were around two dozen businesses that still had to be contacted. Grams stated staff had roughly six weeks to get in touch with these businesses.

Poppe indicated it appears everyone was in support of Small Business Saturday as proposed. He encouraged staff to continue moving forward with the event planning.

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

Johnson stated the SBA has held several webinars regarding the assistance programs that were available at this time. He commented the RentHelpMN.com was a great site for those needing rental and utility assistance.

10. ADJOURNMENT

A motion was made by Vickerman, seconded by Aho, to adjourn at 6:24 p.m. The motion carried 7-0.

Respectfully submitted,

Heidi Guenther
Minute Maker Secretarial