



AGENDA – REGULAR MEETING
6:00 p.m., August 8, 2022

Economic Development Authority

- 1. ROLL CALL**
- 2. APPROVAL OF AGENDA**
- 3. APPROVAL OF MINUTES**
 - A. July 11, 2022
- 4. MATTERS FROM THE FLOOR**

Members of the public can submit comments online at www.DiscoverOsseo.com/virtual-meeting
- 5. PUBLIC HEARING**
- 6. ACCOUNTS PAYABLE**
- 7. OLD BUSINESS**
- 8. NEW BUSINESS**
 - A. Discuss 2022 Small Business Saturday Event
- 9. REPORTS OR COMMENTS: Executive Director, President, Members**
- 10. ADJOURNMENT**

**OSSEO ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
July 11, 2022**

1. ROLL CALL

Vice President Stelmach called the regular meeting of the Osseo Economic Development Authority to order at 6:00 p.m., Monday, July 11, 2022.

Members present: Teresa Aho, Deanna Burke, Harold E. Johnson, Ashlee Mueller, Kenny Nelson, and Larry Stelmach.

Members absent: Duane Poppe.

Staff present: Executive Director Riley Grams, Community Management Coordinator Joe Amerman, Rebecca Kurtz, Ehlers & Associates, and City Attorney Mary Tietjen.

2. APPROVAL OF AGENDA

A motion was made by Mueller, seconded by Burke, to approve the Agenda as presented. The motion carried 6-0.

3. APPROVAL OF MINUTES – JUNE 13, 2022

A motion was made by Mueller, seconded by Aho, to approve the minutes of June 13, 2022, as presented. The motion carried 6-0.

4. MATTERS FROM THE FLOOR – None

5. PUBLIC HEARINGS – None

6. ACCOUNTS PAYABLE

Grams presented the EDA Accounts Payable listing.

A motion was made by Johnson, seconded by Aho, to approve the Accounts Payable. The motion carried 6-0.

7. OLD BUSINESS – None

8. NEW BUSINESS

A. ANNUAL TIF PRESENTATION – Rebecca Kurtz, Ehlers

Rebecca Kurtz, Ehlers & Associates, introduced herself to the EDA and provided the group with a presentation on TIF. She described the reasons why cities considered using TIF or providing assistance for economic development, which included creating or retaining jobs, redeveloping blighted areas, remediating polluted sites or constructing affordable housing. She discussed how TIF assisted with filling a financing gap and encourages development that would not normally occur without assistance. It was noted that TIF was the ability to capture and use most of the increase in local property tax revenues from new development within a defined geographic area for a defined period of time without approval of the other taxing jurisdictions. The building blocks for TIF were reviewed, along with the TIF public approval process. She then described the types of TIF notes that were available for use by the City as well as noting the different types of TIF districts. She commented on the status of the City's current TIF districts and discussed a new TIF district (Hall-Sweeney Project) that was being proposed in Osseo.

Further discussion ensued regarding property values for TIF districts.

Nelson requested staff send him a map of the City's current TIF districts. He asked how Ehlers was paid by the City. Ms. Kurtz explained she worked as a consultant for the City. She reported her bills go to the City and were then passed along to the developer. She indicated the City was able to retain 10% of all TIF payments for administrative purposes.

Johnson stated some people believe Osseo has too many TIF districts in place. Ms. Kurtz reported these were opinions and noted all TIF District determinations were made by the EDA and Council. She indicated Osseo was a smaller community with a smaller tax base, but has recently had several large redevelopment projects that have positively impacted the downtown area.

Nelson discussed the proposed new TIF district and asked if the developer was requesting too much in TIF. Mr. Kurtz stated each TIF housing project was unique and noted the request may not be fully met in TIF assistance. She noted Staff has not yet looked into the specific details for this project. She reported her role on behalf of the City was to review the request and review what made sense for this project.

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

Nelson reported after the recent Council worksession meeting, he reached out to several school board members to learn their thoughts on TIF and their comments were positive.

10. ADJOURNMENT

A motion was made by Burke, seconded by Aho, to adjourn at 7:08 p.m. The motion carried 6-0.

Respectfully submitted,

Heidi Guenther
Minute Maker Secretarial

Unapproved



Osseo, MN

Pending Expense Approval Report

By Vendor Name

APPKT00043

Payable Dates 08/01/2022 - 08/04/2022

Vendor Name	Payable Number	Description (Item)	Account Name	Account Number	Amount
Vendor: Ehlers & Associates, Inc					
Ehlers & Associates, Inc	90972	Sweeney Hall Apartment Development consulting	Other Professional Services	801-71000-310	5,901.25
Vendor Ehlers & Associates, Inc Total:					5,901.25
Vendor: Kennedy & Graven, Chartered					
Kennedy & Graven, Chartered	168563 EDA	June 13 EDA meeting matters	Legal Service - Civil	801-71000-304	541.05
Vendor Kennedy & Graven, Chartered Total:					541.05
Vendor: Minute Maker Secretarial					
Minute Maker Secretarial	M1525	July 11 EDA Meeting Minutes	Recording Services	801-71000-307	190.50
Vendor Minute Maker Secretarial Total:					190.50
Grand Total:					6,632.80

Report Summary**Fund Summary**

Fund	Expense Amount
801 - GENERAL EDA	6,632.80
Grand Total:	6,632.80

Account Summary

Account Number	Account Name	Expense Amount
801-71000-304	Legal Service - Civil	541.05
801-71000-307	Recording Services	190.50
801-71000-310	Other Professional Servi	5,901.25
	Grand Total:	6,632.80

Project Account Summary

Project Account Key	Expense Amount
None	6,632.80
Grand Total:	6,632.80



Osseo Economic Development Authority Meeting Item

Agenda Item: 2022 Small Business Saturday Update

Meeting Date: August 8, 2022

Prepared by: Joe Amerman, Community Management Coordinator

Attachments:

Policy Consideration:

Consider an update on planning for the 2022 Small Business Saturday event.

Background:

Following the 2021 Small Business Saturday event there was a general consensus that the city would benefit from reconsidering the role it would play in supporting and organizing the 2022 Small Business Saturday event. In the time since, that sentiment was also been expressed by the EDA at the April 11, 2022, meeting, and by some of the local business owners that staff have spoken to. Of particular concern is the city's role in leading planning for the day vs. taking a more 'hands off' approach and simply supporting the efforts of city businesses. More specifically, concerns involved the staff time dedicated to a business event, perceptions the city was favoring some businesses over others, and whether city planning efforts handicapped the business community's ability to create an event tailored to their needs.

So, in an effort to better meet the interests of the business community, the following changes have been made to the plans from 2021:

1. The city will not submit a special event permit application for street closures with itself as the applicant.

The city's role in applying for (and approving/denying) street closures during the 2021 event was a particular source of confusion. In 2022 any street closure applications will be left to business owners. As of now there is a pair of interested business owners who do plan on submitting an application, but the specifics are to be determined. As with all special event permit applications, the city will work with the applicants to make sure that the application does not impose an unreasonable burden on other members of the community.

2. The city will collect information on participating businesses and distribute information on 'day-of' deals via the city website as well as handouts.

Every year the city puts together a webpage and map of participating businesses for the city-wide garage sale. Staff plan on something similar for the Small Business Saturday event. A webpage (discoverosseo.com/sbs) has already been created for this purpose and is now live. Currently there is a form gathering information on sales and deals, hours of operation, and store location. This information will be collated and reproduced on a rack-card handout for the city and participating businesses to distribute in the days ahead of SBS.

3. The city will offer gateway advertising to participating businesses.

In 2021 the gateway sign advertising offered to participating businesses received positive feedback. In conversations with business owners ahead of this year, gateway sign advertising has been mentioned as both highly appreciated and also motivating. The city, pending council approval, will once again be offering one free week of gateway sign advertising, valued at \$100.00. Businesses will be asked to select the date range they want the advert to run and provide a graphic to the city to serve as the basis for a slide. The city will also be promoting the day on the city social media pages.

These steps are designed so as to support and promote the local business community, while avoiding placing the city in any position where it may be, fairly or unfairly, accused or perceived to be favoring some businesses over others. If any local business owners want to go further, whether through a street closure application or otherwise, staff would be more than willing to work with them and supporting their efforts to craft their own day.

Recommendation/Action Requested:

Staff is asking that EDA discuss the plans of the 2022 Small Business Saturday event and make comment.