

**OSSEO ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
August 8, 2022**

1. ROLL CALL

President Poppe called the regular meeting of the Osseo Economic Development Authority to order at 6:00 p.m., Monday, August 8, 2022.

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

Members absent: Larry Stelmach.

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

2. APPROVAL OF AGENDA

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

3. APPROVAL OF MINUTES – JULY 11, 2022

A motion was made by Mueller, seconded by Aho, to approve the minutes of July 11, 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.

Nelson stated he did not receive any information regarding the TIF payments. Grams reported he sent an email several weeks ago (July 25) asking for EDA feedback on the first half TIF payments. He explained the TIF payments had to be made by August 1.

The motion carried 6-0.

7. OLD BUSINESS – None

8. NEW BUSINESS

A. DISCUSS 2022 SMALL BUSINESS SATURDAY EVENT

Amerman stated 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 versus 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. Staff reviewed the changes that would be made to the plans from 2021. These steps are designed 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.

Nelson stated it was his impression the EDA was not going to discuss Small Business Saturday again, but rather this event would be managed in the same manner as the car show. He asked if the \$100 for free advertising would come out of the EDA's budget. Amerman explained staff brought this item forward because there was miscommunication on the event last year and Staff was trying to be clear for this year. He indicated the gateway sign advertisement expense does not come out of a budget, but rather there was a waiver granted, so no fee was incurred.

Nelson commented he had no problem with this event going forward, but recommended it not be back for further discussion. He expressed concern with the number of businesses that could be benefiting from free gateway sign advertising. Amerman explained this would be an issue that was reviewed and approved by the Council.

Aho stated it was her understanding the advertising on the gateway sign would be on an opt in basis. She indicated no businesses would be excluded from participating in Small Business Saturday.

Johnson explained the Council may have to further discuss the topic of free advertising at a future worksession meeting.

Nelson questioned if the gateway sign belonged to the Council or the EDA.

Johnson reported the gateway sign was located on City property and therefore was City property. Grams reviewed the revenues that have been generated from the gateway sign over the past four years.

Aho stated she appreciated that the EDA would be pulling back from this event and thanked the City for considering offering free advertising on the gateway sign.

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

Nelson encouraged residents to get out and vote in the Primary Election on Tuesday, August 9, 2022.

Aho welcomed Mila's Royal Bistro to the City of Osseo.

Mueller thanked the Police and Fire Departments for putting on a tremendous Night to Unite event for the community.

10. ADJOURNMENT

A motion was made by Johnson, seconded by Aho, to adjourn at 6:29 p.m. The motion carried 6-0.

Respectfully submitted,

Heidi Guenther
Minute Maker Secretarial