

Osseo Commercial Club Meeting
Osseo Golf Club
Monday, February 22nd, 6:30 p.m.
Agenda

23 in Attendance

1. Call to Order – President Steve Aleckson

2. Park Beats music series Presentation-Scott Schultz
 - Non-profit – Heartbeat Center for the Performing Arts (theheartbeat.us)
 - 5 years of running Park Beats
 - Want to bring cool and different music to the area
 - Local/original musicians
 - 10 weeks starting on June 29th (1 week after Lake Martha Days)
 - Talking about combining the event with a farmer's market
 - Planning on blocking off the street in front of UCC church
 - Commercial Club been supportive in the past
 - Asking for a donation this year
 - 2016 budget: \$4,000
 - Last year we gave \$500 – they would like the same or more in order to market the event better

3. Secretary's Report – Gennifer Jesunas
 - Read & approved
 - 1st: Greg LeGare
 - 2nd: Bernt Gunderson

4. Treasurer's Report – Jerry Zimmerman/Mark Diehl
 - Balance: \$3382.17
 - Added 19 members
 - 1st: Scott Sweat
 - 2nd: Greg LeGare
 - Approved

5. Old Business:

a. Bylaws-Greg LeGare

- By-laws are nowhere to be found
- 2 Choices:
 1. Hire attorney to draft a new set of by-laws
 2. Operate as we have been without having by-laws
- We are a corporation, not a 501-C3
- Have a new attorney (Casey) at Bilski's draft proposed set of by-laws
 - i. 1st: Erik Rogness
 - ii. 2nd: Naomi Bodway
- Invite Casey to come to next meeting to present on

b. Land Easement-Greg Legare

- From city and title company
- 1.79 acres
- County took title via tax deed, then city bought it for \$130 last fall and is willing to sell it to us
- Adjoining to the city dump land
- Would need to clear it in order to have access to our property
- Motion to buy the land if it attaches to our property
 - i. 1st: Naomi Bodway
 - ii. 2nd: Jessica Leinon
 - iii. Approved

c. Housing Survey-Steve Aleckson/Greg Legare, Mark Diehl

- Development Corporation is talking about spearheading a building development project
- Electronic copies of survey are available

d. Donation from Holiday Mingle and Jingle

- \$119 will be deposited by Mark Diehl into the checking account

e. Any other old business items to discuss?

6. New Business:

a. Donation requests:

- S.T.O.P (After Prom Party) – Helen Zobrist
 - Requested \$100
 - Prom: April 23

- Kids bussed to Action City/Chaos Water Park
- Wanted to provide a \$5 gift certificate to Dairy Queen (\$500 total cost)
- Planning on 160-200 kids (Freshman – Seniors) **All kids are welcome to come to the party even if they don't go to prom
- Motion made to donate \$200 by Scott Sweat
 - 2nd: Eric Rogness
 - Approved
- Park Beats-Summer music in the park
 - Last year we donated \$500
 - In addition to the money, we are talking about assisting in the formation of the farmer's market (Additional Time and Money)
 - Motion made to donate \$500 by Gennifer Jesunas
 - 2nd: Terri Sweat
 - Approved
- b. Suggest the Secretary's report be emailed to active members or available in printed form before each meeting to eliminate the need to formally review at each meeting. Time will be made available for any corrections/comments/questions requested by members in attendance.
 - 1st: Helen Zobrist
 - 2nd: Bill Tourdot
 - Approved
- c. Tag Line recommendations/Vote. We feel it is important to add a tag line that better identifies the goals and direction of the Commercial Club within the community. Present any options/suggestions for Tag Lines and vote to use one.
 - Feel that a name change is not necessary at this time
 - Tagline Options Presented:
 - i. Moving Osseo Forward
 - ii. Bringing Community Together
 - iii. Community Forward
 - Tagline is not a name – it is simply meant to help identify who we are and what we are doing

7. 2016 Goals

- Continued promotion/enhancement of Golf outing/Duck Float

Golf Outing:

- Last year's golf outing was in September
- Golf Outing Committee (Jack, Wayne & Bill Karsh) is looking for more support from the other Commercial Club members at the event
- Last year only 4 teams participated – we need more participation!!
- Recommendation to do the event earlier in the year (July??)
- Needs to be promoted better
- Hospital is not going to have their tournament this year

Duck Float:

- Really hard sell at \$5/ticket and we don't give any money away
- We sell 500 ducks
- We give away \$1000 total
- Don't float them down the creek anymore (between hole 4 & 5)
- Recommendation: go back to the creek or change the ticket and prize structure if it's only a raffle
- Would it make sense to do it during Lake Martha Days – NO – LMD wants a share of the profits and the queens sell the tickets at all of their parades
- Continue to do it at the golf outing
- Raise the ticket price?
- Need to update our raffle license yearly – is this being done?

➤ NEW IDEA – Packer Raffle

- Lions Club does a Badger Raffle
- 100 tickets @ \$20/ticket
- Pays out \$50/game

**Motion: An Electronic Sign-up Sheet to Members of what committees need to be filled

1st: Helen Zobrist

2nd: Terri Sweat

Approved

Committees to Join: Golf, Raffle, Membership, Social Media, Farmers Market, Downtown Revitalization, Marketing

- Commercial Club Logo and Letterhead. We would like to develop a logo (or review current logo if one exists) to use going forward on documents and promotional items.
- Membership Committee
 - Track and Maintain Invitations and active/paid memberships
 - Promote and solicit new members and encourage active participation
 - Email/Handout/Marketing type information to present to potential new members or non-renewed members
 - Example: Hudson Independent Business Postcard
 - Business Card
 - Multi-tiered memberships (Ex: individual, business-standard, business-plus) which offer additional incentives as membership dues increase.
 - Welcome packets
- Social media/website development
 - Utilize existing Facebook page (Moving Osseo Forward) as the Commercial Club's official page.
 - Highlight community events/activities along with Commercial Club interests
 - Work with Membership Committee to offer businesses the opportunity to promote through the FB page as well. Example: Featured Business of the Month profile.
 - Help to provide an accurate list of local businesses for the city website
- Farmer's Market
 - Incorporate into Park Beats- Music in the Park
- Downtown revitalization. Possible Light Pole Banners and/or Side Walk Benches
 - Have high school students build the benches
 - Something visual to show that the club is supporting the community

New Opportunities We Need to Get on Board with:

1. Merchants Firework Show

2. Christmas Parade

8. Next meeting:

➤ Monday, March 28th, 2016, 6:30 p.m., Osseo Golf Club

9. Adjourn

1st: Naomi Bodway

2nd: Bernt Gunderson

Approved