

Osceola Area Chamber of Commerce/Main Street

Directors Report
February 9th, 2024

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Committee Reports:

Ambassadors -

The Ambassadors program is exploring options for all networking events, and the ambassadors capacity, setting expectations with new businesses.

- Discussion around the role of ambassadors. Where do they fit in given the development of membership, finance and events committees?

Membership -

Members: Jessi Kruger, Chrissy Cook, Tom Stangl.

The Membership Committee met on Wednesday Jan 10th. We continue to work through our action items given in November to compile data on each of the local businesses in our assigned stakeholders categories.

Event Committee -

Members: Shannon Kratzke - Events Coordinator and Sr. Exec Asst and Project Manager at OMC, Pam Talmage - Branch Manager at Royal Credit Union, Heidi McGeehan - Campus Administrator at CCH, Kandra Frane - Marketing Manager at OMC, Sarah Hasse - Croix View Farms and Miranda Steinhoff-Yates, Executive Director of the Osceola Chamber of Commerce.

Purpose: Re-defined as The Event Planning Committee for all social gatherings, Networking, and fundraising events.

The Events Committee has started preparations for Celebrate Osceola 2024.

Committee Reports, Cont'd.

Finance Committee -

Members: Patrick Nikel, Peggy Weber, Penny Austad, Maria Riles from OMC.

Purpose: Grant Searching, Streamlining other avenues to bring in funds/donations. Not fundraising that involves social gatherings. No report at this time.

StreetScape - We'd like to thank the Public Works Department for putting up the winter banners, snowflakes on the light poles throughout downtown. It is greatly appreciated.

Trails Coalition - Parks & Trails -

Planning meeting Monday, January 22, 2024 highlights:

- The group is planning to add to the Millpond trail project that started in 2023.
- Work will be in compliance with the Public Works crew.
- The Trails & Parks Board will also set up a calendar of regular work days for the volunteers to use for project work consistency. In addition, they will be connecting with group members to add volunteer vitality to the work sessions.
- Finally, the group will be making a donation to the Osceola Fair Board building project.

GROW Osceola

- GROW members met with The Wild Violette crew to plan Cascade Street planter designs. A very energetic discussion of what the planters will look like this summer took place. The plants will be ordered this month.
- GROW will clean the planters in March/April and fill with early spring fillers.
- The Wild Violette will order the plants this month and then fill the planters in the late spring early summer season.

Events:

B2B:

There was no B2B event in January. This month we reflected on our year of B2B's and are discussing the purpose of these meetings, and how we would like to restructure for 2024.

Our last B2B was on Thursday, November 9th in the lower level conference room at MidwestOne Bank at 12pm, sponsored by WE ARE Osceola and hosted by Midwest One with an Educational session -"Top Recommendations for Businesses From a Business Bankers Point of View(Part 2) by Mark Erickson, Regional President, MidWest One. There will not be a B2B meeting in December, we will be holding a "Chamber Holiday Mixer" on December 14th from 5:00pm-6:30pm at Tippy Canoes.

Annual Meeting:

The Osceola Area Chamber of Commerce Annual Meeting was held on January 15th at 5:30PM, at Osceola Medical Center. We reflected on the previous year for the Chamber and Main Street Program. The Chamber Board wished our outgoing President, Ruth Sattler, well wishes and thanked her for her continuous dedication to the Chamber. We welcomed in our newest Board members, Tony Johnson - Edina Realty, Sarah Haase - Croix. View Farm and Neil Kline - Family Friendly Workplaces. Jessi Kruger -Mighty Ducts - was voted in as our new Chamber President, and Chrissy Cook - The Open Cupboard- was voted in as our new vice president.

MainStreet Update

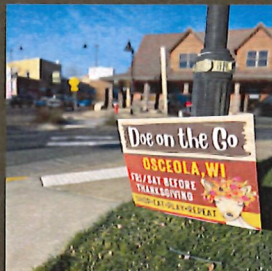
We received the visitor number for our Wisconsin Main Street award winning Doe On The Go 2023 event.

The first image is the number of visitors over the weekend of November 17-19, 2023 - Doe On The Go was on November 17 and 18.

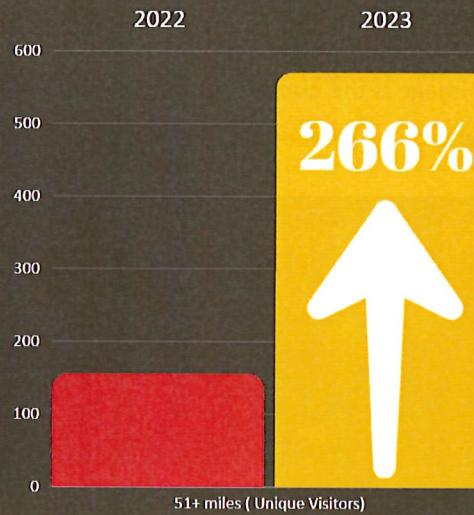


- A total of 7,664 unique visitors to our downtown over the weekend which was a 118% INCREASE from the same weekend in 2022.
- Great weather certainly helped but also tried new advertising with print media as well.
- Friday alone beat 2022 with 3,688 visitors

Main Street Award Winning Retail Event of the Year Doe on the Go has amazing year!!!



- 2022 - 156 unique visitors from 51+ miles away from Osceola.
- 2023 - 571 unique visitors from 51+ miles away from Osceola.



- A total of 571 unique visitors to our downtown over the weekend which was a 266% INCREASE from the same weekend in 2022.
- 109 visitors came from Minneapolis/St. Paul

Skatepark Update:

Respectfully submitted,

Wyatt Yager

Main Street Director

Directors Report:

The Greater St. Croix Valley Legislative Days planning group is meeting weekly, in preparation for our trip down to Madison on February 21st.

Respectfully submitted by,

Miranda Steinhoff-Yates

Executive Director

Osceola Area Chamber of Commerce

To: Village of Osceola

From: Angela Popenhagen

Project/File: 193810003

Date: February 13, 2024

Reference: Simmon Drive Cost Deviations

The MSID grant was submitted in November 2019. At the time of the submittal, the Town was supportive of the application. The cost of the project was estimated at \$607,475. Leadership changed and alternatives were considered to make the road align with the Town's budget. The cost of the project has been considerably reduced as negotiations with the Town progressed. The current cost is \$393,333. Changed items include:

	Original Proposal in grant	Current Proposal	Discussion	Cost
Roadway Section	30-feet of pavement with 3-foot shoulders (total width 36')	24-feet of pavement with 6-foot shoulders (total width 36')	Total width still 36' to match WisDOT guidelines but reduces lane widths from 15' to 12'. For a collector road with semis, wider is better but not required.	-\$26,600
Construction Type	Full reconstruction adding 12" sand and 8" gravel	Reclaim, widen, and pave which uses the existing subbase material	Soil borings show subbase as "brown sand with trace silt". Not a perfect subbase but geotechnical engineer did not flag it as critical. It may shorten the lifespan of the road.	-\$146,300
Asphalt thickness	4" of asphalt	3.5" of asphalt	Thicker asphalt gives more stability especially with anticipated semi traffic (generally used on STH/CTH). Local roads are typically 3.5". Town proposed 2" of asphalt consistent with their current practice.	-\$21,200
Pavement markings	Center line and edge line	None	Pavement markings are not required but provide an extra level of safety. These can be added in the future if desired.	-\$5,800

Reference: Simmon Drive Cost Deviations

Future Utility Crossings	Two 24" casing pipes to slide sanitary sewer and water main to service the homes on the east side of Simmon should they ever annex into the Village.	No casing pipes.	If the existing homes on the east side of Simmon ever petition to be annexed into the Village, the cost for boring or open cut placement of the pipes will be charged to the annexation request.	-\$14,300
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Based on the ownership length of roadway, the percent of responsibility was calculated and divided out as follows:

	% of Responsibility	Project Cost	LRIP Grant	Local Share
PROJECT TOTAL		\$ 393,332.50	\$196,666.25	
VILLAGE FOCUSED	67.24%	\$264,476.77	\$132,238.39	\$132,238.39
TOWN FOCUSED	32.76%	\$128,855.73	\$64,427.86	\$64,427.86
STATE (LRIP) - Max. value \$296,587.50		Up to 50%	\$196,666.25	

Sincerely,

STANTEC CONSULTING SERVICES INC.



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 Senior Project Manager
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