



Board of Directors Meeting

March 28, 2018 | 10:00 am – 12:00 pm

EDAM Office

MINUTES

Attending:

Megan Barnett-Livgard, Matt Brown, Kim Lindquist, Chris Eng, Erik Hansen (via phone), Erin Sparks, Sean Sullivan, Gene Goddard, Morgan Hill, Patrick Connoy

Absent / Excused:

Adam Kienberger, Christy Lewis, Jeff Rossate

Staff:

Colleen Ayers, Executive Director

Meeting called to order by Megan Barnett-Livgard at 10:03 am.

EXECUTIVE COMMITTEE REPORT

- **Financials**

The period to date and variance from period to date columns will be removed from the financial statements this year, as we don't have any data in those columns. Next year, when we have a better gauge of when each item will hit the budget, we will add period to date information back in to the monthly financial reporting.

As of mid-March, we are approximately \$6,000 behind our dues revenue budget goal. The Member Services Committee has begun to make renewal calls and has plans for additional outreach beyond EDAM's current membership base to try to reach the revenue goal. We will discuss at the April board meeting how to use the Summer Conference as a recruiting tool (i.e. offering a first time attendee discount).

The February staff time categorized under Webinar was for moving the online webinar archives from Ewald's platform, which was no longer accessible, to a private YouTube channel, and re-linking them to the EDAM website. It was requested that this time be moved to the transition category, and Colleen will make the correction.

- **Meeting Minutes**

The board agreed that it is acceptable not to note names for those who make and second motions, but requested that any 'no' votes or abstentions be noted by name.

EDAM's Mission:

To champion Economic Development in Minnesota through professional development, networking, and advocacy.

EDAM's Vision:

Be recognized as Minnesota's vibrant and professional member-driven Economic Development organization.

Motion made and seconded to approve the February 2018 meeting minutes and financial report. Motion carried.

BYLAWS AMENDMENT

Proposed changes would establish Emerging Professionals as its own committee and allow for the Minnesota Economic Development Foundation to appoint a director to the EDAM board.

Motion made and seconded to approve the Bylaws changes as presented to the board at the February meeting, and to the membership via the e-newsletter. Motion carried.

STRATEGIC PLAN

The Executive Committee refined the one page goal summary from our strategic plan facilitator, and the current version was included in the board meeting packet. They added an administrative/financial section to track and highlight progress in those areas, as enhanced stability and transparency were some of the primary goals with making the switch to a new management company. Once this plan is approved, the committees will be tasked with coming up with the specific work plan/tactics to accomplish the goals.

Discussion/suggested changes:

- Correct the name of the Minnesota Economic Development Foundation in the education section
- EDAM U may also partner with area colleges as deemed appropriate
- The board will provide direction about possible strategic partners, but may rely on other committees to help make the connection and/or maintain the partnership
- At the conclusion of each strategic plan, the group should recap “old” goals to make sure none are lost in the shuffle
- Advocating for funding for economic development programs should be added as a priority to the advocacy section
- The intent is for this plan, in a much abbreviated form, to be shared with the general membership

Motion made and seconded to approve draft goals with the changes discussed at the meeting. Motion carried.

EMERGING PROFESSIONALS COMMITTEE

The Emerging Professionals Committee is up and running. They are working with the Conference Committee to plan a gathering at the Summer Conference, and will meet soon with EDAM U to discuss partnering. They have been advised to run their invitations, etc. through the official EDAM channels and approach the board as needed with funding requests, and to also seek out sponsorships to cover event costs. Erin Sparks was appointed as the committee’s board liaison.

CONFERENCE COMMITTEE

Discussion included:

- The board suggested adding another session opposite the mobile tour, possibly something about the effect of online retail on brick and mortar establishments.

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- It was also suggested to remove one of the breaks with exhibitors surrounding the Thursday lunch to tighten up the schedule.
- The Fabulous Armadillos (musical act) played a concert on the golf course last year during the boat cruise, and are scheduled to play again on that night this year. Colleen will check with Grand View about that and other activities scheduled during our conference, to give attendees options. It was suggested that EDAM could buy a block of tickets to this show as an alternative to the boat cruise for those who can't fit on the boat.
- The board reached consensus that Duluth is the best option for the Summers 2019 conference.

Colleen will relay this information back to the committee.

EDAM U COMMITTEE

The committee will meet for the first time this year in April, and plans to meet monthly going forward. They will discuss their priorities for the year and strategic partnerships to help advance EDAM's educational offerings. This may include providing content for the EDAM conferences, as well as coordination for the IEDC basic economic development course. The question was raised about whether EDAM could/should become a clearinghouse for information about economic development educational opportunities. We would need to determine how to make this happen (i.e. a calendar on our website on which the members can post educational opportunities). Currently, most things are communicated via the member listserv, other than courses offered by IEDC or NDC.

GOVERNMENT RELATIONS COMMITTEE

Day at the Capitol was well-attended and well-received. A new bill was introduced for a \$5 million redevelopment grant, and \$30 million for border-to-border broadband.

MARKETING & COMMUNICATIONS COMMITTEE

The committee is meeting today and will focus on strategy for the coming year. They are reviewing a draft of the elevator pitch piece. The LinkedIn group has been transitioned to a company page, and members will be encouraged to follow the new page. It was suggested that we post board meeting agendas and minutes, along with the approved budget and strategic plan, on the website. The committee will discuss where these should be posted.

MEMBER SERVICES COMMITTEE

The committee is reaching out to new and lapsed members. They are in the process of scheduling outreach meetings with several targeted diverse economic development organizations. Patrick Conroy offered to help with this initiative and will join the committee. Board members who have suggestions for organizations to add to the outreach list should send them to Erin Sparks.

ADJOURNMENT

Motion made and seconded to adjourn. The meeting was adjourned at 11:47 am.

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