



Economic Development
Association of Minnesota

Board of Directors Meeting

January 30, 2019 | 10:00 am – 12:00 pm

EDAM Office @ The Harrington Company

MINUTES

Attending:

Megan Barnett-Livgard, Matt Brown, Gene Goddard, Kim Lindquist (via phone), Chris Eng (via phone), Erik Hansen (via phone), Morgan Hill (via phone), Tim Korby (via phone), Christy Lewis (via phone), Eric Maass, Sean Sullivan

Absent / Excused:

Patrick Connoy, Samantha DiMaggio, Jeff Rossate

Staff & Guests: Colleen Ayers, Executive Director

Meeting called to order by Matt Brown at 10:03 am.

EXECUTIVE COMMITTEE REPORT

December 2018 financials and November and December 2018 board meeting minutes were included in the packet.

Motion made and seconded to accept the financials and approve the meeting minutes as presented. Motion carried.

BOARD LIAISONS

Christy Lewis has asked to step down from the Member Services vice chair role and become the board liaison instead. The Executive Committee will look for a replacement for the vice chair position.

Motion made and seconded to appoint Christy Lewis board liaison for the Member Services Committee. Motion carried.

The Emerging Professionals Committee also needs a board liaison.

Motion made and seconded to appoint Morgan Hill board liaison for the Emerging Professionals Committee. Motion carried.

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.

MEMBERSHIP DUES REFUND POLICY

One of our medalist members recently requested a refund for one of the additional members they added beyond the number included in their medalist membership (\$200), due to that individual leaving the company shortly after they paid their dues. The Executive Committee allowed it, as it was so early in the year.

A policy should be developed to address this going forward, and Colleen Ayers will draft something for review at the February board meeting. General consensus was that the dues should be refundable up until the Winter Conference, but not after that, as the member would have received some benefits at that point. In that case, the membership transfer policy would apply.

MENTORSHIP PROGRAM

There is a desire from some members to have a formal mentorship program, and a task force was formed to outline and launch a pilot program. The goal is to launch at the 2019 summer conference. Megan Barnett-Livgard, Kim Lindquist, Morgan Hill, Christy Lewis, and Gene Goddard have volunteered to work on this initiative. The long term plan is that this program would be overseen by the Member Services Committee.

APA MINNESOTA BOARD MEMBER

APA Minnesota has proposed offering EDAM an ex officio spot on their board. They would like to collaborate with EDAM on education and possibly advocacy.

Motion made and seconded to appoint Eric Maass as ex officio EDAM representative on the APA Minnesota board. Motion carried.

CONFERENCE COMMITTEE

The feedback on the winter conference has been generally positive. It was suggested that the awards presentation should be shifted away from the first timeslot in the morning. The Developer Roundtable was well-received, and perhaps could be offered more than once at future conferences.

Topic ideas for future conferences included:

- Industry standards, especially financial – i.e. what's a reasonable rate of return? What makes the numbers work from a city/developer perspective?
- Economic development & small businesses
- Business subsidy programs
- Housing: apartment market, diversity & inclusion policies for housing/inclusionary zoning, affordable housing

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EDAM U COMMITTEE

The committee asked for guidance on several things related to their events – whether they are able to solicit sponsors and whether one committee volunteer can attend each event at no charge.

Sponsorship: The board agreed that it is ok for the committee to establish sponsorships when it is appropriate based on the topic/venue/event, but that they shouldn't solicit from the general membership. The general expectation is that the cost to produce EDAM U events will be covered by registration income.

Complimentary volunteer registration: The board advised that there will be no complimentary registrations for committee volunteers. They would be willing to financially support the admin time to have an EDAM staff representative attend their events.

GOVERNMENT RELATIONS COMMITTEE

The committee is collaborating with EDAM U to create a video to educate EDAM members about how to participate in lobbying and advocacy activities. Day at the Capitol is scheduled for February 26. Fryberger should start to provide weekly legislative updates soon now that the session has started.

MARKETING & COMMUNICATIONS COMMITTEE

The committee plans to phase out their Twitter activity to focus more on LinkedIn, where they have seen better engagement. They are also working to develop a standard process for other committees to use to request marketing/communications help for their events and initiatives.

MEMBER SERVICES COMMITTEE

Dues revenue is strong so far this year, and there are still a few key medalists we are expecting revenue from. Christy Lewis requested that each board member provide her with 1-3 potential members that the committee can target this year.

MINNESOTA ECONOMIC DEVELOPMENT FOUNDATION

Tim Korby announced the individuals leading various committees for the Foundation this year. They are exploring the idea of a fundraiser in conjunction with EDAM U. They are currently offering internship scholarships.

ADJOURNMENT

The meeting was adjourned at 11:30 am.

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