



Economic Development
Association of Minnesota

Board of Directors Meeting

February 27 2019 | 10:00 am – 12:00 pm

EDAM Office @ The Harrington Company

MINUTES

Attending:

Megan Barnett-Livgard (via phone), Matt Brown, Kim Lindquist (via phone), Samantha DiMaggio, Chris Eng, Erik Hansen (partial meeting, via phone), Morgan Hill (via phone), Christy Lewis, Eric Maass, Jeff Rossate (via phone), Sean Sullivan (via phone)

Absent / Excused:

Patrick Connoy, Gene Goddard, Tim Korby

Staff & Guests: Colleen Ayers, Executive Director

Meeting called to order by Matt Brown at 10:07 am.

EXECUTIVE COMMITTEE REPORT

January 2019 financials and 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.

MEMBER SERVICES COMMITTEE VICE CHAIR

Colleen Eddy was proposed to fill the vacant Member Services Committee vice chair position.

Motion made and seconded to appoint Colleen Eddy vice chair of the Member Services Committee. Motion carried.

MEMBERSHIP DUES REFUND POLICY

The following policy was presented for review:

EDAM membership dues may be refunded up until the Winter Conference. If the affected individual attends the Winter Conference, they must pay the non-member registration rate. No refunds for dues will be given beyond the Winter Conference, but the Membership Transfer policy may apply.

Motion made and seconded to approve the policy as presented. 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.

WINTER CONFERENCE & AWARDS PRESENTATION

The Winter Conference survey results and financial summary were included in the packet. The board discussed possible changes to the awards program for future events. Suggestions included:

- Positioning it after the opening keynote or before/after lunch to try to attract the best attendance
- Making the awards presentation more in-depth by giving a brief overview of each award and/or having a short, casual Q&A with the recipient(s)

EMERGING PROFESSIONALS COMMITTEE

No report.

CONFERENCE COMMITTEE

The committee will meet on March 8 to begin planning for the Summer Conference. Jeff LaFavre and Cyle Erie have both resigned from the committee, so they need more volunteers. It was suggested he should check to see if any Emerging Professionals would like to get involved.

EDAM U COMMITTEE

The committee has been very busy at the start of the year. The video series and Keg and Case event were well-received. The committee has asked for clarification about how they should engage with EDAM's official partners as identified in the strategic plan. The board clarified that EDAM U is not required to partner with these organizations and may collaborate with other organizations when it makes sense based on a particular event or initiative.

GOVERNMENT RELATIONS COMMITTEE

The 2019 Fryberger lobbying contract was presented.

A question was raised about why we get charged for July/August when there will likely not be much activity during that time. The committee closely monitors the monthly invoices with itemized hourly reports, and explained that we typically receive more hours earlier in the year, but the cost is spread out throughout the year for billing purposes.

Motion made and seconded to approve the 2019 lobbying contract as presented. Motion carried.

Day at the Capitol

There were not as many EDAM members there this year as in the past and the question was raised of whether this event is worth the effort based on the level of participation we get. It was noted that is valuable to meet in person at the Capitol at least once a year to raise EDAM's profile with legislators.

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It was suggested that many members may be intimidated by this event/the process of lobbying and that we should continue to provide education on the topic. Perhaps a 2020 Winter Conference session about how to participate and what to expect and pairing the event with a Capitol tour to provide more incentive.

MARKETING & COMMUNICATIONS COMMITTEE

The committee is working on a basic style guide to help establish branding guidelines.

MEMBER SERVICES COMMITTEE

Renewal numbers are strong, and we expect at least one more Bronze medalist to come in.

MINNESOTA ECONOMIC DEVELOPMENT FOUNDATION

The Foundation is working on logistics for the IEDC basic course, which will be held in July. More details to come.

ADJOURNMENT

The meeting was adjourned at 11:10 am.

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