



Economic Development
Association of Minnesota

Board of Directors Meeting

March 27 2019 | 10:00 am – 12:00 pm

EDAM Office @ The Harrington Company

MINUTES

Attending:

Matt Brown, Megan Barnett-Livgard, Kim Lindquist, Gene Goddard, Patrick Connoy, Samantha DiMaggio (via phone), Chris Eng, Morgan Hill, Christy Lewis, Eric Maass, Sean Sullivan

Absent / Excused:

Erik Hansen, Tim Korby, Jeff Rossate

Staff & Guests: Colleen Ayers, Executive Director

Meeting called to order by Matt Brown at 10:00 am.

EXECUTIVE COMMITTEE REPORT

February 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.

LEADERSHIP VACANCIES

Gene Goddard accepted a job in Connecticut and will be moving later this month, leaving the 2nd Vice President position open. Morgan Hill expressed interest. Matt asked anyone else who would like to be considered for the position to let him know and the board will fill the vacancy at the April board meeting.

Judy Johnson has resigned her position as Government Relations Vice Chair. Matt and Chris Eng will work to identify candidates for this role.

INVESTMENT ACCOUNT

We have not moved any funds to an investment account since adopting the policy with the direction to invest 50% of the reserves. Per the policy, the amount to be invested this year would be \$44,260. The board should revisit the amount to be invested annually.

Motion made and seconded to establish an interest-bearing account at Bremer Bank. 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.

APA UPDATE

Eric Maass attended his first APA-MN board meeting as the designated EDAM rep. They are planning their conference for September 25-27 at Breezy Point and are looking to add some economic development focused education to the agenda. Session submissions are due April 5, and Colleen will include information in the upcoming e-news. They are also planning a spring seminar and may want to partner with EDAM in some way to drive attendance.

CONFERENCE COMMITTEE

The committee has added new members, but they are all interested in the planning activities rather than sponsorship solicitation (the area where we recently lost committee members), so the committee may need additional help attracting sponsors. The agenda and timeline is coming together. The Minnesota Economic Development Foundation is not planning to have a golf tournament in conjunction with the conference, but is looking instead to do an event at Topgolf.

- **Conference registration rates**

The committee proposes raising registration rates by \$10 across the board, with the exception of the student rate.

Motion made and seconded to set the student rate (full conference or one day) at \$50 for all conferences. Motion carried.

- **Photography Sponsorship**

The Communications Committee has requested adding a professional photography sponsorship to the conference offerings to allow them to hire a photographer instead of using a committee volunteer. The photos would be used for future marketing efforts.

Motion made and seconded to commit up to \$1,500 to hire a Summer Conference photographer with the intent to raise up to \$1,000 in sponsorship towards the cost.

- **EDAM Thank You Cards**

The committee has requested funds to have EDAM-branded thank you cards made. They would be used primarily to thank conference speakers and sponsors, but would be general enough to use for other purposes as well. Colleen will work with the Harrington graphic designer to get a cost estimate and move forward with getting these made.

Motion made and seconded to move forward with this project. Motion carried.

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EDAM U COMMITTEE

The monthly events are going well. They will begin discussing 2020 themes a little later in the year – the board suggested workforce or innovative partnerships as possibilities.

EMERGING PROFESSIONALS COMMITTEE

It was suggested that this committee should be tasked with student outreach/coordination w/ colleges. Morgan will follow up with the committee about this.

GOVERNMENT RELATIONS COMMITTEE

The board discussed ideas for boosting participation in Day at the Capitol. Discussion included:

- Communicate that there is still value in going even if you don't want to/can't meet with your legislators
- Schedule some small group meetings and identify which EDAM members would be good candidates to participate
- Coach participants and provide talking points/direction to help convey the EDAM message
- Find a way to incorporate the legislator videos into the Summer Conference programming
- Consider partnering with EDAM U to do a Day at the Capitol 101 session, perhaps at the 2020 Winter Conference
- It's important to communicate with EDAM members on legislative issues all year, not just during the session
- It would be valuable for Fryberger to put together a summary of meetings at the end of the session to show the value to our members; perhaps to be presented as an infographic

MARKETING & COMMUNICATIONS COMMITTEE

The committee has created an online marketing request form for other committees to use when requesting marketing assistance for their events/initiatives. The link is available on the Committees page of the EDAM website.

MEMBER SERVICES COMMITTEE

The committee is discussing a possible membership promotion in conjunction with the Summer Conference. Their diversity outreach initiative is ongoing. The Summer Networking Event is scheduled for August 15 and they are considering Brookview, Psycho Suzi's, Topgolf, and other locations.

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MINNESOTA ECONOMIC DEVELOPMENT FOUNDATION

The Foundation has scheduled the IEDC Basic Economic Development course for July 15-19 at the Great River Energy headquarters. EDAM will contribute up to \$1,000 of staff time towards this endeavor. Registration will be open in the coming weeks. Scholarships will be available.

The Foundation approved nine internships for EDAM members. They are getting ready for the Academy in August.

ADJOURNMENT

The meeting was adjourned at 11:32 am.

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