



Economic Development  
Association of Minnesota

## Board of Directors Meeting

April 24, 2019 | 10:00 am – 12:00 pm

EDAM Office @ The Harrington Company

### MINUTES

**Attending:**

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

**Absent / Excused:**

Erik Hansen, Tim Korby, Jeff Rossate, Morgan Hill

**Staff & Guests:** Colleen Ayers, Executive Director

Meeting called to order by Matt Brown at 10:02 am.

### EXECUTIVE COMMITTEE REPORT

March 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.**

### CONFLICT OF INTEREST DISCLOSURE

The Conflict of Interest Policy we passed last fall notes that we will have all EDAM officers, directors, and staff fill out a conflict of interest disclosure form annually. Forms were distributed and Colleen Ayers will collect them.

### LEADERSHIP VACANCIES

**Motion made and seconded to appoint Morgan Hill as 2<sup>nd</sup> Vice President to fill Gene Goddard's vacancy. Motion carried.**

Mitch Forney, an intern at the City of Columbia Heights and former legislative staffer, has expressed interest in the Government Relations Vice Chair position.

**Motion made and seconded to appoint Mitch Forney as Government Relations Committee Vice Chair. Motion carried.**

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#### 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.

The board discussed whether to fill the director vacancy left by Morgan moving up to the 2<sup>nd</sup> Vice President role and decided to leave the position open until the next election cycle.

### **2020 WINTER CONFERENCE SITE SELECTION**

Colleen Ayers sent out an RFP for hotels for the 2020 Winter Conference and received 6 proposals. Colleen and Eric Maass visited the top three contenders and recommend we book with the Sheraton Bloomington Hotel. The question was raised about contracting now for two years, and Colleen will discuss with the hotel. The board agreed that this would be a good option if there is a financial benefit for EDAM (i.e. locking in 2020 pricing).

**Motion made and seconded to contract with the Sheraton Bloomington Hotel for the 2020 Winter Conference and to move forward with a contract for the 2021 Winter Conference if the hotel is willing to make a financial concession for booking two years at once. Motion carried.**

### **MENTORSHIP PROGRAM**

Megan Barnett-Livgard presented a draft framework for an EDAM mentorship program. Board feedback included:

- The timeframe for the two sessions should be:  
January – June  
July - December
- We will announce that the program is being developed at the Summer 2019 conference and incorporate a kickoff meeting/event into the Winter 2020 conference.
- Kim Lindquist and Morgan Hill will help Megan develop the program. Ultimately it will live with the Member Services Committee (likely a subcommittee).

Megan will have an update ready for the May board meeting.

### **CONFERENCE COMMITTEE**

The committee has requested additional funds to bring in David Ollila as a keynote speaker. He comes highly recommended from several EDAM members and focused on entrepreneurship and re-use themes. We have \$1,000 budgeted for speaker expenses.

**Motion made and seconded to approve up to \$2,500 total to secure David Ollila as a Summer Conference speaker. Motion carried.**

### **EDAM U COMMITTEE**

The board has heard/offered very positive feedback on the committee's events in 2019. The board suggested "the state of the economy" as a possible 2020 theme and emphasized that the theme should be flexible and broad to allow for creativity and variety in the topics/events. The committee will begin applying for AICP credits for their events going forward.

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## **BOARD RETREAT**

We will plan to have a board retreat/workplan update session sometime in the fall (likely September).

## **EMERGING PROFESSIONALS COMMITTEE**

The committee has a happy hour event tomorrow.

## **MARKETING & COMMUNICATIONS COMMITTEE**

The committee would like to pivot to be more engaged with other committees and help them with strategic marketing, both internally and externally. Due to this, EDAM staff will take over social media postings about EDAM events and initiatives and committee volunteers will continue to post industry-related and newsworthy items.

## **GOVERNMENT RELATIONS COMMITTEE**

The House and the Senate are both reviewing omnibus bills and they do not agree on DEED funding. The Senate bill is more favorable and allows for some flexibility in moving funds from MIF to the Redevelopment Fund.

## **MEMBER SERVICES COMMITTEE**

The committee asked the board to consider offering \$50 off Winter Conference registration for new members who join at the same time they sign up for the conference. The board asked for the committee to provide more specific direction about what they are trying to accomplish with this promotion and the fine print of how it would work. Christy Lewis will follow up to relay this feedback.

**Motion made and seconded to not offer the new member incentive as stated in the Member Services Committee report. Motion carried with 1 opposed (Kim Lindquist).**

## **MINNESOTA ECONOMIC DEVELOPMENT FOUNDATION**

The Foundation is working with IEDC to promote the May and July courses. Scholarships are available for EDAM members for both. They will hold the one-day Academy on August 5.

## **ADJOURNMENT**

**The meeting was adjourned at 11:42 am.**

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