



Economic Development  
Association of Minnesota

## Board of Directors Meeting

May 29, 2019 | 10:00 am – 12:00 pm

EDAM Office @ The Harrington Company

### MINUTES

#### Attending:

Matt Brown, Kim Lindquist, Morgan Hill (via phone), Patrick Connoy, Samantha DiMaggio (via phone), Chris Eng, Erik Hansen, Tim Korby, Christy Lewis, Eric Maass, Jeff Rossate, Sean Sullivan (via phone)

#### Absent / Excused:

Megan Barnett-Livgard

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

Meeting called to order by Matt Brown at 10:01 am.

#### EXECUTIVE COMMITTEE REPORT

April 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.**

#### FEDERAL RESERVE

Matt Brown and Kim Lindquist met with Ron Wirtz from the Federal Reserve to discuss possible educational/speaking opportunities at an EDAM conference. The Fed would also like EDAM to tap into its member network to help facilitate an economic outlook/business survey. It was suggested that we could schedule a session at the 2020 Winter conference with a Fed speaker and they could introduce the survey as part of their presentation (would not be the main topic/focus).

#### MENTORSHIP PROGRAM

An updated mentorship program framework and application were included in the packet. Proposed launch timeline:

Summer 2019 conference: Introduce the program

Fall 2019: Solicit applicants

Winter 2020 conference: Kick off program and introduce/highlight the mentorship pairings

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#### EDAM's Vision:

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

**Motion made and seconded to approve the mentorship program and application, with the revision to make it a one-year commitment/program rather than 6 months. Motion carried.**

#### **CONFERENCE COMMITTEE**

Sponsorship revenue is within \$100 of the budget goal. Several medalist companies have declined their complimentary booth space, which has also occurred in the past. Colleen Ayers will send out a list of the medalist companies that have declined their space in case it warrants any further discussion.

#### **APA UPDATE**

APA would like to plan a joint networking event in July or August at a Twins Game. The expectation is that EDAM would cross-promote the event to our members but APA would handle the logistics.

#### **MEMBER SERVICES COMMITTEE**

The committee has come up with a strategy to do a final outreach push to non-renewed members and non-members that have attended recent EDAM U events to try to close the approximately \$4,000 gap between our dues revenue budget and actual YTD. The committee also continues to work on reaching out to Native American tribes. The Summer networking event will be on August 15<sup>th</sup> at La Doña Cerveceria. Christy reminded everyone to watch for the new member and first-time attendee ribbons on nametags at the Summer conference and make a special effort to welcome those individuals.

#### **EDAM U COMMITTEE**

We had a volunteer photographer at the May Downtown Hopkins event and she has provided the photos for us to use as long as we credit her. If we want her to attend future events, we would pay for her services.

The committee is looking for more specific guidance on a 2020 theme.

Matt noted that due to the increase in EDAM U Committee activity this year, we have seen an increase in staff time in that area. The Executive Committee and staff discussed several ideas for streamlining, but agreed that it is still appropriate and important for staff to attend EDAM U events and handle logistics to avoid committee burnout and provide a consistent level of professionalism. We could consider raising registration fees slightly for these events to help cover a little of the staff time, but also need to be conscious that the price doesn't get too high. We will keep monitoring staff time throughout the year and will take the increased level of activity into consideration for 2020 budgeting.

#### **EMERGING PROFESSIONALS COMMITTEE**

No report.

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## **GOVERNMENT RELATIONS COMMITTEE**

The regular and special sessions have concluded, and overall it was a successful legislative year for EDAM. A recap of the budget bill was included in the May 28 EDAM e-news. The committee will meet later in the Summer to discuss how to get more people engaged in the committee/EDAM legislative issues and a strategy for creating a pool of people who can testify on EDAM's behalf when needed.

## **MARKETING & COMMUNICATIONS COMMITTEE**

The committee has found a student from the UMD School of Art & Design to take photographs at the Summer conference. At \$50/hour, this is a much more affordable solution than the other options they researched. The plan is to have him there for 4-6 hours on Thursday morning/afternoon.

The committee has assigned a liaison to each of the other committees to help improve communication across/among committees.

## **MINNESOTA ECONOMIC DEVELOPMENT FOUNDATION**

The Foundation has been busy with recent and upcoming events including scholarships for the May local IEDC courses, the Basic Economic Development Course (July 15-19), the DEED Shovel Ready program, the one-day Academy (August 5), and a possible TopGolf fundraiser in December.

## **ADJOURNMENT**

**The meeting adjourned at 10:49 am.**

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