



Board of Directors Meeting

June 26, 2019 | 10:00 am – 12:00 pm

Via Phone

MINUTES

Attending:

Matt Brown, Kim Lindquist, Morgan Hill, Patrick Connoy, Samantha DiMaggio, Chris Eng, Christy Lewis, Eric Maass, Sean Sullivan

Absent / Excused:

Megan Barnett-Livgard, Erik Hansen, Tim Korby, Jeff Rossate

Staff & Guests: Colleen Ayers, Executive Director

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

EXECUTIVE COMMITTEE REPORT

May 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.

DIRECTOR RESIGNATIONS

Two directors have resigned their positions, effective immediately:

- Jeff Rossate (leaving DEED and thus is no longer eligible to fill the DEED-appointed director position)
- Erik Hansen

Matt Brown will connect with Kevin McKinnon to fill the DEED spot, and the board should identify someone to appoint in Erik's place. Per our bylaws, we need to fill both positions to meet our minimum 9-director requirement. It was suggested we should ask the next highest vote getter from the election (Maureen Sandey with the Minnesota Department of Revenue) to serve the remainder of Erik's term (through 12/31/2019). Matt will reach out to Maureen to see if she is interested and we will take a formal vote to appoint at the July meeting.

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.

NEW COMMITTEE CHAIRS

Terms for the current committee chairs expire at the end of July. Matt will reach out to see if the current chairs would like to continue or if we need to look for replacements. Ling Becker plans to step down and has recommended that Mary Matze take over the EDAM U chair position with Lucas Evenson as vice chair. Morgan may step down as Marketing/Communications chair to allow Keith Dahl to move into the chair position. Chris Eng would like another board member to be involved with Government Relations so he has someone to pass it off to eventually. Sam DiMaggio said she would be willing to switch her liaison assignment from EDAM U to Government Relations.

STRATEGIC PLANNING

We are planning to hold a strategic planning session in September or October. It will likely be an almost full day session (approx. 6 hours) with the goal of producing a 1-2 year work plan. Colleen Ayers will send out a Doodle poll to determine possible dates. Possible facilitators were discussed and the board determined that they will reach out to Louis Jambois first to see if he would be willing to facilitate.

SUMMER CONFERENCE FEEDBACK

Survey results were included with the meeting materials. Feedback was positive overall. The Wednesday night format of having a low-key panel discussion in addition to dinner/reception seems to work well to get people there for the first evening. Eric Maass asked for board permission to explore removing the 2-minute speaking opportunity from sponsorship benefits and offering them space in the onsite brochure instead. The board advised checking with some key sponsors before removing this benefit, but agreed it would be ok if the sponsors don't object.

CONFERENCE COMMITTEE

The committee will meet in the next month to recap this year's conference and start planning for 2020 themes.

MEMBER SERVICES COMMITTEE

The committee had asked EDAM leaders to make an effort at the conference to greet/welcome those wearing new member or first-time attendee ribbons, and it seems that it worked well.

EDAM U COMMITTEE

The committee would like a board member to be at each EDAM U event to welcome attendees and share a bit of info about EDAM. Colleen will follow up via email to get reps scheduled for each event. The committee has felt they are not receiving enough support from the board for their events. The board supports their efforts, and will do their best to attend when possible, but can't promise they can all make it to every event. It was suggested that fewer events throughout the year could potentially make it easier to attract larger numbers.

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EMERGING PROFESSIONALS COMMITTEE

The committee was approached to partner on NAIOP's Real Estate Recess event in August. Since it is just a week before the EDAM Summer Networking event, they are asking for board approval to move forward, specifically:

- Is it ok to partner, with the only expectation being that EDAM helps to market the event?
- Is it ok to post the event on our website in addition to promoting it via email?
- Is it ok to market the event to all EDAM members, not just Emerging Professionals?

The board agreed all of these are fine, as long as we make it clear in our marketing that this is not our summer networking event. Colleen and Marketing/Communications will work together on this.

GOVERNMENT RELATIONS COMMITTEE

Not much is happening right now, as the legislative session is over. Chris Eng will ask Fryberger to set up a meeting with the new DEED Commissioner. Kim Lindquist, Morgan Hill, and Sam DiMaggio are all interested in joining the meeting if schedules allow.

MARKETING & COMMUNICATIONS COMMITTEE

Marie Pflipsen has joined the committee and is now the liaison to Government Relations.

MINNESOTA ECONOMIC DEVELOPMENT FOUNDATION

The IEDC Basic Course has been very well-received and is now full at 46 participants. A waiting list is available for anyone who is still interested. The Academy registration is also going well, with approx. 12 people signed up so far.

ADJOURNMENT

The meeting adjourned at 10:59 am.

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