



Board of Directors Meeting

April 25, 2018 | 10:00 am – 12:00 pm

EDAM Office

MINUTES

Attending:

Megan Barnett-Livgard, Matt Brown, Kim Lindquist, Adam Kienberger, Christy Lewis, Jeff Rossate, Erin Sparks, Sean Sullivan (via phone), Gene Goddard (via phone), Morgan Hill (via phone), Tim Korby, Patrick Connoy

Absent / Excused:

Chris Eng, Erik Hansen

Staff:

Colleen Ayers, Executive Director

Meeting called to order by Megan Barnett-Livgard at 10:00 am.

EXECUTIVE COMMITTEE REPORT

- **Financials**

DEED has signed up again as a Diamond medalist in April, which will put us past last year's dues revenue total. The Member Services Committee will continue to do targeted outreach and dues follow up to work towards the rest of the budget goal.

As of March, we have used 30% of the budgeted management hours for the year. Colleen felt this seemed appropriate, given the peak in hours for the Winter Conference.

- **Meeting Minutes**

**Motion made and seconded to approve the March 2018 meeting minutes and financial report.
Motion carried.**

- **Web updates**

The following changes have recently been made to the website:

- Board resources have been added, including budget, strategic plan, meeting agendas, and minutes.
- Educational resources/information about certification has been added. This section of the website will be restructured into a more comprehensive educational repository, and a timeline/more detail will be added about the certifications.

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To champion Economic Development in Minnesota through professional development, networking, and advocacy.

EDAM's Vision:

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- It was suggested that the Minnesota Economic Development Foundation scholarship information be added to this section. Colleen will add it to her list of pending updates.
 - The “elevator pitch” membership marketing piece has been added to the Join page, and will be made into a homepage banner.
- **President’s Award**
A recipient for this year’s award has tentatively been identified. Megan will finalize.
 - **2017 Strategic Plan Recap**
A recap of the 2017 strategic plan was distributed. There were no comments or questions.
 - **Regional EDO Meeting**
Megan and Chris are working to plan this. It is not yet clear whether holding this meeting in conjunction with the EDAM Summer Conference will be the most beneficial time.

STRATEGIC PARTNERSHIPS

The Board discussed how to best move forward with forming/maintaining partnerships this year, and decided to focus on the following three organizations.

- **NAIOP** – Matt and Megan met with the NAIOP president and determined that the best way to partner would be for advocacy and networking. EDAM may do a joint program with them about how a project comes together, exploring the real estate and city sides. Megan and Matt will continue to own this partnership, and will loop in Kim.
- **Minnesota Real Estate Journal (MREJ)** – EDAM will partner with them on the summer networking event. It was suggested we should pursue a deeper partnership in conjunction with their Fall Industrial Land Summit. Erin and Adam will set up a meeting with MREJ to discuss partnership options.
- **MNCREW** – It was suggested that EDAM could partner with MNCREW on creating a Women in Economic Development group. Christy will take the lead on this, as she is a member of both organizations.

EMERGING PROFESSIONALS COMMITTEE

Megan and Emerging Professionals Committee Chair Jacquell Nissen spoke about EDAM to students at the University of Minnesota, and have been asked to do this at least once a year. The Emerging Professionals Committee will maintain this connection. They are planning a building out of the Kraus-Anderson development in conjunction with EDAM U; the October tour will be a follow-up to EDAM U’s May webinar about the project. The Emerging Professionals will host a bean bag tournament at the Summer Conference.

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CONFERENCE COMMITTEE

The committee has decided not to raise registration rates this year, and opted not to add a session during the mobile workshop. They have educational opportunities scheduled from 9:00 am – 4:00 pm on Thursday. They removed one of the exhibitor breaks surrounding lunch on Thursday, per the Board's feedback. The Foundation will do a quick update before lunch on Thursday. They are working on a plan for how to handle attendees who are not able to fit on the boat cruise.

MARKETING & COMMUNICATIONS COMMITTEE

The committee has been working to improve the website, including the updates that were mentioned during the Executive Committee report.

MEMBER SERVICES COMMITTEE

The committee has begun to conduct diversity outreach meetings with targeted organizations. The African Development Network is considering membership.

Motion made and seconded to offer the following to the 6 organizations the committee is currently targeting : If they join EDAM, they will receive one free 2018 Summer Conference registration. Motion carried.

The goal with this outreach, beyond increasing member diversity, is to deepen the connection with the targeted organizations by building them into sessions at the 2019 Winter Conference.

The committee is partnering with the MREJ on the summer networking event. A location has not been secured, but NEON, one of the targeted diversity outreach organizations, has offered up their space for EDAM events. Braun Intertec was also suggested as a no-cost option.

It was suggested that the committee reach out to cities that are not members/are no longer members. Rhea will send a list of cities who had members in the past but are no longer involved.

Patrick suggested connecting with the Mille Lacs band, as the Summer Conference is in their area of the state. He will find out who to contact and pass the name on to Megan to reach out. The Board agreed that we could offer the same deal to them as to the 6 targeted organizations – if they join EDAM, they will receive one free 2018 Summer Conference registration.

GOVERNMENT RELATIONS COMMITTEE

The House Omnibus Jobs and Economic Development bill proposed defunding much of MIF and JCF, and shifting those funds to local earmarks for projects. There is more support of DEED programs in the current version of the Senate bill. The Board is not supportive of shifting funds from MIF and JCF to the Redevelopment Grant program.

Motion made and seconded to oppose taking funds from MIF and JCF to fund Redevelopment. Motion carried, with one abstention (Jeff Rossate).

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STATEWIDE FREIGHT OPTIMIZATION STUDY

Megan presented information about this study, and EDAM has been asked to list its name as the contact on an informational piece about the initiative.

Motion made and seconded to support EDAM's name being included on the piece. The nays outweighed the ayes, with two abstentions (Jeff Rossate, Megan Barnett-Livgard); motion did not pass.

JUNE BOARD MEETING

The regular date for the June Board meeting falls on the first day of the Summer Conference. It will either be cancelled, or will be conducted via conference call on a different date if there is business to discuss.

MINNESOTA ECONOMIC DEVELOPMENT FOUNDATION

The Foundation is adding more members to their Board. They gave away 13 community internships this year, which is a new record for them. The golf tournament registration will be opening soon. They are in discussions with UMD and Hamline to determine who will hold the basic economic development course going forward.

ADJOURNMENT

Motion made and seconded to adjourn. The meeting was adjourned at 12:04 pm.

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