



Economic Development
Association of Minnesota

Board of Directors Meeting

July 25, 2018 | 10:00 am – 12:00 pm

EDAM Office

MINUTES

Attending:

Megan Barnett-Livgard, Matt Brown, Kim Lindquist, Adam Kienberger, Chris Eng (via phone), Erik Hansen, Christy Lewis, Sean Sullivan, Gene Goddard (via phone), Morgan Hill

Absent / Excused:

Jeff Rossate, Erin Sparks, Tim Korby, Patrick Connoy

Staff: Colleen Ayers, Executive Director

Meeting called to order by Megan Barnett-Livgard at 10:06 am.

EXECUTIVE COMMITTEE REPORT

The June financials and May Board meeting minutes were included in the packet.

- We are only \$70 short of the membership dues revenue budget goal for 2018.
- We are on target with management fees at this point in the year. We have an average of 116 hours/month remaining for the rest of the year, which should be pretty close to what will be needed. Per Harrington's contract, EDAM will not be billed for more than 1650 hours during this first year of the management relationship.

Motion made and seconded to approve the May 2018 meeting minutes and June 2018 financial report. Motion carried.

2018/2019 COMMITTEE CHAIRS

The Executive Committee recommended the following committee chairs /vice chairs to serve from August 2018 – July 2019.

Proposed appointments:

- **Member Services:** Tim Johnson, Chair; Christy Lewis, Vice Chair; Erin Sparks, Board Liaison
- **Government Relations:** Chris Eng, Chair; Judy Johnson, Vice Chair; Sean Sullivan, Board Liaison
- **Marketing & Communications:** Morgan Hill, Chair; Keith Dahl, Vice Chair; Board Liaison TBD
- **Conference:** Eric Maass, Chair; Hanna Klimmek, Vice Chair; Gene Goddard, Board Liaison
- **Emerging Professionals:** Jacquell Hajdger, Chair; Anders Victor, Vice Chair; Erin Sparks, Board Liaison
- **EDAM U:** Chair/vice chair appointments tabled until further discussion

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.

Motion made and seconded to approve the chair, vice chair, and board liaison appointments and to table the EDAM U appointment. Motion carried with one opposed (Erik Hansen).

STRATEGIC PLAN

The strategic plan status document was distributed. Updates/discussion included:

- The Marketing & Communications and EDAM U committees should have a meeting to discuss the educational repository on the website to determine content.
- The Member Services committee recommends we consider streamlining the membership categories (i.e. individual & organization) to make the joining process less confusing. Colleen will look into logistics and any barriers to making this change.
- Christy and Kim will work to establish connections with professors/universities to work on student outreach.
- It was suggested that the no-cost networking events in various geographies could be new/potential member orientations.
- Partnership update:
 - **NAIOP** – We are waiting for more direction from them on how to structure the partnership. Megan will follow up.
 - **MNCREW** – They are receptive to doing a joint program in 2019 and will begin planning soon.
 - **Minnesota Real Estate Journal** – they are our partner for the Summer Networking Event and are providing complimentary advertising for the event.
- It was suggested we post our partners organizations' events on the EDAM website calendar. Colleen will look into ways to do this without overshadowing EDAM's events.
- We promoted the President's Award winner in the e-news and through a press release that Ehlers sent out directly.
- The success stories goal should be a joint initiative between Marketing & Communications and Government Relations. The stories should be used strategically to communicate EDAM's position/initiatives in key legislative districts. We will request stories from the general membership, but also reach out directly to those involved in projects we'd like to highlight. Morgan will coordinate this effort.
- Many of the advocacy goals have not been done due to timing, but the committee will pick these up after the election. Fryberger has done a lot of work to establish key relationships this year.
- A representative from Fryberger will attend the September EDAM board meeting to give an update on their work.
- The Emerging Professionals will continue to contribute some networking and/or programming to the conferences.
- The policy manual update is in progress, and the goal is to have it done by fall.

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CONFERENCE COMMITTEE

Summer conference survey feedback and financials were distributed. The main takeaway from the comments was that we need to focus on providing more diverse educational content, as some felt it was too retail-heavy this year. The board also would like a session or sessions focused on basic economic development topics for those new to the industry. The feedback was positive overall, and many liked the change to featuring a keynote session on Wednesday night to kick off the conference, and appreciated that it was a more conversational, casual session. It was suggested we should schedule EDAM speakers (i.e. someone from board or an involved member) to speak opposite the mobile tour so they are aware/ok with attendance being lower than for other sessions. It was suggested we should look at what IEDC and other economic development organizations are doing to get ideas for session topics.

Colleen shared the financial summary, and noted that the conference's net income was approximately \$4,000 higher than budgeted.

MINNESOTA ECONOMIC DEVELOPMENT FOUNDATION

Kim reported that the IEDC basic course will not be hosted in Duluth as it has in the past and the Foundation is still trying to find a new home for it. Hamline is not an option this year due to staffing changes. It was suggested that EDAM could work with the Foundation to try to resolve this. First we need to know what the rules/requirements are to hold the course (i.e. does it have to be five consecutive days or could it be broken up over several weeks?), and then can determine if it is feasible for EDAM to help coordinate and whether any staff resources should be allocated towards this effort.

MEMBER SERVICES COMMITTEE

The Summer Networking Event is coming up on August 16, and the board is encouraged to attend and invite others.

MARKETING & COMMUNICATIONS COMMITTEE

Morgan reported that the committee is working on a strategic communications plan, and will have something for the board to review in the next month or two.

GOVERNMENT RELATIONS COMMITTEE

The committee will meet on August 20th to begin preparing for the 2019 session. A memo from Fryberger about prep work they are doing was included in the packet.

EDAM U COMMITTEE

The committee will meet on August 2.

EMERGING PROFESSIONALS COMMITTEE

The committee is hosting a tour of Treasure Island Center and a Saints game tomorrow with Minnesota Brownfields. We have nine EDAM members registered.

ADJOURNMENT

Motion made and seconded to adjourn. The meeting was adjourned at 11:15 am.

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