



Economic Development
Association of Minnesota

Board of Directors Meeting

October 31, 2018 | 10:00 am – 12:00 pm

EDAM Office

MINUTES

Attending:

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

Absent / Excused:

Patrick Connoy, Tim Korby, Erin Sparks

Staff & Guests: Colleen Ayers, Executive Director

Meeting called to order by Megan Barnett-Livgard at 10:05 am.

EXECUTIVE COMMITTEE UPDATE

September financials and board meeting minutes were distributed in the meeting packet. Megan noted that at this point we are projecting a positive fund balance compared to the budget at the end of the year.

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

ELECTIONS

The election results were distributed in the meeting packet. Four directors were elected to fill open two-year seats:

Samantha DiMaggio

Chris Eng

Christy Lewis

Eric Maass

Motion made and seconded to certify the election results. Motion carried.

Erik Hansen was nominated to fill the remaining year of Gene Goddard's director term (for the 2019 year) since he will become 2nd Vice President.

Motion made and seconded to approve Erik Hansen to fill Gene Goddard's director vacancy for 2019. Motion carried.

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.

ST. CLOUD STATE SPONSORSHIP REQUEST

St. Cloud State has asked EDAM to be a sponsor of their 2019 Winter Institute in February 2019. The theme is “Immigration Explored.” The board reached consensus that EDAM will not be a sponsor, but would be open to helping promote this to our members.

POLICY & PROCEDURE MANUAL

The draft Policy & Procedure Manual was distributed. Changes/suggestions listed below.

Strategic Planning & Partnerships – updated language underlined:

Sponsorships to other organizations: The Board will prioritize providing sponsorship dollars to the approved priority partner organizations established during the strategic planning meeting and/or how it aligns with our legislative platform. Financial contributions will be considered on a yearly basis and must be approved by the Board. Reciprocal in-kind sponsorship opportunities, including using EDAM marketing tools to assist with communication to our members, are preferred over providing a financial contribution.

Membership Transfers – updated language:

If an EDAM member changes companies/organizations on or before June 30, their membership belongs to the organization or individual who paid their dues. If an EDAM member changes companies/organizations on or after July 1, their organization may assign that membership to another person for the rest of the calendar year and the individual may retain their membership for the rest of the calendar year without paying any additional dues.

Conference Committee – additional guideline added:

6. The committee should recommend conference registration fees to be approved by the Board.

Conference exhibitors – updated language underlined:

- ~~1. If an exhibitor is just going to sit at their booth then they do not need to register.~~
2. If an exhibitor representative plans to attend any of the sessions or partake in meals or networking receptions at the conference then they must be a registered attendee.

Election Process

The following item will be removed as it is addressed in the Bylaws, and the part about tie votes is inconsistent with the Bylaws language.

5. Directions and Officers Elected. Directors and Officers receiving the highest number of votes, in descending order based on the number of positions to be filled, shall be declared elected as Directors. Tie votes will be reviewed by the Executive Committee and voted by The Board.

Financial Reserves – updated language underlined:

Finances held in reserve by the Economic Development Association of Minnesota (EDAM) shall be held ~~in a separate savings account~~. The goal for the total assets held for reserve shall be 80% of the previous year’s actual general and administrative expenses, with half of the reserve to be invested in a liquid interest-bearing account.

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EDAM Committees, Chair and Vice Chair – updated language underlined:

Each committee will have a Chair and a Vice Chair. Chair and Vice Chairs will be appointed by the President as ratified by the Board of Directors at the regular July Board meeting, and their terms shall be from August 1 – July 31. All committee chairs will meet on a regular basis, typically every other month, to ensure cross communication and collaboration occurs.

EDAM U – guideline added:

6. When applicable, EDAM U events will have a standard registration fee.

GOVERNMENT RELATIONS COMMITTEE

The proposed 2019 legislative platform and text for the success stories piece were distributed in the meeting packet. There will be a legislative stakeholders meeting soon, likely in December.

Motion made and seconded to approve the 2019 legislative platform. Motion carried.

Cost Estimate for Success Stories Piece

The estimated cost to produce the 4 page platform/success stories piece is:

4-8 hours of Harrington design time @ \$85/hour = \$340-\$680

Printing = \$600 for 500 pieces

Total = \$940 - \$1280

Motion made and seconded to approve up to \$1,500 to produce the success stories piece. Motion carried.

CONFERENCE COMMITTEE

The committee is working to fill holes in the schedule and lock in speakers. The EDAM U Committee would like to plan a mobile tour on Wednesday afternoon and has asked for Board permission to move forward. They provided cost estimates for bus transportation, which would be the only expense for the tour. The Board would like the committee to move forward and advised that any costs for the tour should be covered by sponsorship and/or registration fees. They also advised that the transportation option chosen must include a professional driver.

MARKETING & COMMUNICATIONS COMMITTEE

The committee reminded everyone to submit nominations for the Excellence in Economic Development Awards.

MINNESOTA ECONOMIC DEVELOPMENT FOUNDATION

Matt reported that there have been discussions to assist the Foundation in offering the IEDC Basic Course locally next year. It has been proposed that EDAM would offer up to \$1,000 of staff time to assist with facility logistics, registration, and marketing. The Foundation would take the lead on lining up speakers/instructors and coordinating with IEDC. The Board will have a chance to weigh in on this arrangement during budget approval.

ADJOURNMENT

Motion made and seconded to adjourn. The meeting was adjourned at 11:50 am.

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