



Economic Development
Association of Minnesota

Board of Directors Meeting

September 26, 2018 | 10:00 am – 12:00 pm

EDAM Office

MINUTES

Attending:

Megan Barnett-Livgard, Matt Brown, Kim Lindquist, Adam Kienberger, Chris Eng, Erik Hansen (via phone), Christy Lewis, Jeff Rossate, Erin Sparks, Sean Sullivan (via phone), Gene Goddard (arrived 10:13 am), Morgan Hill, Patrick Conroy

Absent / Excused:

Tim Korby

Staff & Guests: Colleen Ayers, Executive Director; Sam Richie, Fryberger Law Firm

Meeting called to order by Megan Barnett-Livgard at 10:02 am.

LOBBYING UPDATE

Sam Richie from Fryberger gave an update on lobbying activities, including:

- They are planning to highlight 10-12 economic development success stories from geographically diverse areas around the state. The Marketing & Communications Committee is helping to collect stories. More will be known about which districts to target after the elections.
- Fryberger will schedule meetings with key legislators as soon as possible after the elections.
- Day at the Capitol will be early in the session, far in advance of committee deadlines.

The Government Relations Committee plans to bring a copy of their draft 2019 legislative platform to the October Board meeting for feedback.

EXECUTIVE COMMITTEE UPDATE

Policies & Procedures Manual

A draft of the updated Policies & Procedures Manual was handed out. Board members were asked to review and bring questions, suggestions, etc. to the October Board meeting for discussion. The goal is to approve the final version at the November Board meeting.

Minutes and Financials

Motion made and seconded to approve the July 2018 meeting minutes and August 2018 financial report. 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.

2019 Leadership

The Executive Committee proposed the following appointments for 2019:

EDAM U Committee Chair: Ling Becker

EDAM U Committee Vice Chair: Mary Matze

2nd Vice President: Gene Goddard

Motion made and seconded to approve Ling Becker and Mary Matze as EDAM U Committee Chair and Vice Chair, respectively. Motion carried.

Motion made and seconded to approve Gene Goddard as the 2019 2nd Vice President. Motion carried.

Because Gene has one more year left on his director term, there will be an additional vacancy to fill beyond the four open director spots. According to the Bylaws, the Board can appoint someone to fill this vacancy, but is not required to. The election results will be distributed at the October Board meeting, and at that time the Board will determine who will fill the vacancy.

The following members have submitted applications to serve as directors, starting January 2019:

Samantha DiMaggio, City of Le Sueur

Chris Eng, Washington County CDA

Erik Hansen, City of Minneapolis

Mike Hultgren, American Engineering Testing

Christy Lewis, The Opus Group

Eric Maass, WSB & Associates

Maureen Sandey, Minnesota Department of Revenue, Property Tax Division

Motion made and seconded to approve the slate of director candidates. Motion carried.

2019 BUDGET

The draft 2019 budget was distributed. Proposed changes:

- Add funds to Summer Networking expense budget to cover event advertising.
- Earmark funds for membership marketing outreach, to include advertising and /or expense reimbursement for outreach efforts/supplies.
- Position the ReScape sponsorship trade as an in-kind arrangement rather than each organization paying the other.
- Add additional funds for legislative platform, as the committee envisions a more extensive piece that incorporates success stories.

EMERGING PROFESSIONALS COMMITTEE

Erin Sparks will be coming off the Board at the end of the year, so this committee needs a new liaison.

The committee is hosting a tour of the Kraus-Anderson Block redevelopment in early October.

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CONFERENCE COMMITTEE

The committee is developing tracks for the 2019 winter conference, including hard and soft skills. The Member Services Committee would like to work with them to incorporate some of the diversity outreach contacts into the programming; not as a separate diversity panel as has been discussed in the past. It will be important to create a welcoming environment for all who attend.

EDAM U COMMITTEE

The committee is focusing on connecting with EDAM's approved partners: MNCREW, NAIOP, and the Minnesota Real Estate Journal. Christy Lewis is involved in MNCREW and suggested EDAM partner with them on their November 28th program to present a "women in economic development" panel. Colleen noted that this is the same day as the regularly-scheduled EDAM Board meeting, so our schedule would need to be adjusted if we proceed with this partnership. Christy will connect the MNCREW Programs Committee with the EDAM U Committee.

The committee is also planning a co-working space tour in December at the Evolve project in West St. Paul, and is trying to hold one in Willmar as well. They are planning a re-use/co-working space tour the Wednesday before the 2019 winter conference to kick things off. They are focusing on the broader theme of re-using space for their upcoming programming.

They have begun to pull together educational resources to be part of the online educational repository on the website and will continue to work with Marketing & Communications Committee to develop this.

GOVERNMENT RELATIONS COMMITTEE

The Minnesota Rural Broadband Coalition requested a \$500 contribution from EDAM; the request was denied. It was determined it would be more effective to incorporate their concerns into our lobbying efforts than to contribute money.

MARKETING & COMMUNICATIONS COMMITTEE

The committee has drafted a strategic communications plan, which was distributed in the Board packet. Any comments or questions should be sent to Morgan Hill. It will be approved as part of the Policies & Procedures Manual.

MINNESOTA ECONOMIC DEVELOPMENT FOUNDATION

The Foundation report was distributed at the meeting. Kim reported that the Foundation is trying to get the IEDC Basic Course going locally and will meet next week to discuss.

OTHER BUSINESS

The December Board meeting will be on December 19th, from 11:00 – 1:00 pm at a restaurant in the West End area. Colleen will follow up once a location has been chosen.

ADJOURNMENT

Motion made and seconded to adjourn. The meeting was adjourned at 11:57 am.

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