



North Market

NMDA Board Meeting

Agenda April 27th, 2021- 5:00pm, Zoom

Attending: Nic Crum, Adrienne Keves, Mike Beaumont, George Kauffman, Melissa Diethelm, Rick Harrison Wolfe, Peggy Outcalt, Rick Grady, Matt Esber, Ken Paul, David Babner, Joanna Goldhand, Melissa Diethelm, Adrienne Keves, Mac Joseph, Adam Lewin, Jerry DePizzo, Collin Castore, Brian Lindamood, Alissa Amidon, Nicole Meyer

1. Welcome
 - a. 5:04
2. The Next 60 Days @NoMa
 - a. Tell your friends and colleagues about Yoga at the Market.
 - b. Crawfish Boil at BP 5.9.21
3. Minutes – Motion to approve. Approved.
4. NOMA headlines
 - a. Back to 7 days a week in June.
 - b. Nationwide workers will be coming back to office downtown in June.
 - c. Convention business is ramping up. We just had a volleyball tournament at the convention center and NoMa was packed all weekend. Felt like 2019.
 - d. Willowbeez opened and had the longest lines we've seen since maybe Momo Ghar or Hoyo's.
 - e. Pastry Factory opened recently too. They're off to a great start.
 - f. Market is full capacity again.
 - g. CARES Grant update – In May we get back to regular rent. Sales have been increasing every day, so all good.
5. Bridge Park Update
 - a. Check out Molly's report.
 - b. Two openings coming soon – The Pit (maybe in May) and Hoyo's (June).
 - c. BREaD opened. Great bakery. Black Radish is open. Little Kitchen open.
 - d. Overall sales keep going up.
 - e. On the verge of signing Butcher/Produce/Prepared food merchant. Very close.
 - f. Wine Fest being rebranded to North Market Wine Fest (won't just be Ohio wines), more in report. Event is on Sept 10 and 11.
6. Reports (highlights)
 - a. We have a new marketing campaign. Three billboards are up.
 - b. Lots of events coming up – Mix & Shake, Night Markets, etc
 - c. We have some nice events booking, including a big one of 800 people.
 - d. Happy hour at BP and DWTN every Thur.
7. President's Report
 - a. With BP becoming fully operational and with MT coming up, we are looking at our organizational structure to make sure we're prepared for the growth coming our way. Working with HR professional. We'll have more on that coming up.
8. Merchant Update from Collin

- a. Some concerns from merchants about going back to Monday hours, etc. Some folks are doing better than others.
 - b. Labor/hiring is really hard right now.
 - c. Everyone is anxious to get back to normal and increase sales.
9. Updates
- a. Watershed guys are the Butcher/Poultry/Produce merchant we're hoping to sign.
 - b. We're close on pizza too.
 - c. Merchant committee update – survey results. Sent to merchants in Feb/March. Received 23 responses (about 2/3). Responses were mostly positive. Communication between NMDA and merchants was very polarizing (lots of positive and negative responses). 35% requested more communication. We want to be able to track merchant optimism over time while we continue doing this. 61% said business was less successful this year than last – not surprising with COVID.
 - d. Comments from Tom - Hours have always been contentious with regard to merchants. Not surprising that that has been a hot button topic with COVID. Also – there are merchants that are upset we're not at full hours and others that are upset that we are increasing hours.
10. Budget Report
- a. We locked the BP budget. Rolling to a loss of 400k. Expected with startup costs and rent abatements. Should be able to break even going forward as long as we can hold some events.
 - b. Downtown loss of ~\$200k projection. We are seeing some improvement with parking revenues though also increased costs because of foot traffic (security, cleaning, etc). Some of the events coming up should help as will PPP round 2 being forgiven.
11. MT Update
- a. Lots of meetings occurring.
 - b. We need to start thinking about the design of our portion. Rockbridge's designs are almost done.
 - c. Vertical construction expected to start July 2021. But there will be lots of utility work happening prior to that. Things are really starting to happen and take shape.
12. Adjournment
- a. 6:01pm