



NORTH MARKET

NMDA Executive Committee Meeting

Agenda

June 22nd , 2021 (June Meeting)- 5:00pm, Zoom

Attending: Adrienne Keves, Mike Beaumont, George Kauffman, Rick Harrison Wolfe, Rick Grady, Matt Esber, David Babner, Joanna Goldhand, Adrienne Keves, Adam Lewin, Jerry DePizzo, Collin Castore, Brian Lindamood, Alissa Amidon, Nicole Meyer

1. Welcome
2. The Next 60 Days @NoMa
 - a. DWTN Merchant Summit + 6.23 + 6pm
 - i. Encourage all to attend if possible. Merchants requesting more Board access.
 - b. -The Original FARMERS MARKET + every Saturday + 8-noon
 - i. These have been well attended, do try to come.
 - c. -NIGHT MARKET DWTN + 7.16 + 6-9pm
 - i. Very well attended, these have been a big success.
 - d. -Next Executive Committee- 7.20 + 5pm
 - e. -YOGA @ the market + 6.27 + 9-10am
 - i. Every other Sunday in the parking lot
 - f. -CRAWFISH BOIL @NMBP + 6.27 + 2-4:40pm
 - i. Ticketed event, make sure to buy tickets online if attending.
 - g. -Next BOD Meeting + 8.24 + 5pm
3. Approval of Minutes
 - a. Motion to approve. Approved by acclamation.
4. RHW State of the Union
 - a. Business improving every week Downtown. Weekends are almost back to normal. Weekday traffic continues to pick up. AEP and Nationwide returning plus Convention Center traffic returning – all great signs.
 - b. Biggest problem right now is staffing/labor shortages which is why we continue to be closed on Mondays.
 - c. Willowbeez is now open in former Pistacia Vera space.
 - d. Gift cards (not paper) are now live Downtown and will be coming online this Friday at Bridge Park. They're good at either location.
 - e. Took a trip to New York City to R&D some new spaces. Saw and learned a lot to inform our new space.
 - f. Phased Re-Opening Strategy – we will continue to evaluate on a month-to-month basis. July will remain with closed Mondays.
5. Bridge Park Update
 - a. Three new merchants should be open by Labor Day (The Pit BBQ, Hoyo's, and Saddleberk (butcher, produce/provisions and café).

- b. About to sign lease for pizza merchant at which point we will essentially be full.
 - c. Started DORA (sip and stroll) at Bridge Park recently and it's been huge for us in particular. Thur, Fri, Sat from 5-10pm.
 - d. Memorial Tournament had a big to-do at Bridge Park. Rained and everyone came inside to North Market, so worked out for us.
6. Reports
- a. Staff
 - i. Tageen House – prepared side of Park Street Poultry & Game should be open by early August. Traditional Moroccan food.
 - ii. Parking revenue continues to grow.
 - iii. New office manager at Bridge Park, Allison Glass, who was a part-time employee and has moved to full-time.
 - b. President
 - i. Given growth of NMDA we brought in an HR consultant. She has made her recommendations. Exec Comm is working through those recommendations and we'll have an update by next meeting.
 - ii. Board Member prospects – we had a goal of diversifying makeup of board. We've met with a number of potential prospects that will fill vacancies in late 2021 and 2022. Not ready to share names, but we are working on this.
 - iii. Will share our Board matrix so you can all view the makeup of the current board.
 - c. BOD Committees
 - i. Only real update here is that Brian Lindamood wants as many as possible to attend tomorrow's Merchant Summit.
7. Merchant Update
- a. Collin hopes as many as possible can attend tomorrow's Summit.
8. Old Business
- a. None
9. New Business
- a. None
10. May 2021 Financials
- a. Downtown - Trending flat to budget. A lot of upside though based on upcoming events and PPP forgiveness. Though we do have some risk with potential legal fees.
 - b. Bridge Park – Trending flat to budget as well.
11. Merchant Update
- a. Covered most of it before. We are full Downtown. We had four new merchants open during pandemic (Coastal Local, Preston's, Pastry Factory, Willowbeez). All are doing well and improving every month.
 - b. Bridge Park – numbers are well beyond expectations. Just getting busier and busier up here.
 - c. Downtown we have merchants that want to be permanently closed on Mondays and others that want the market to be open seven days a week. We are trying to work through this with everyone. Right now we will continue to be closed on

Mondays due to the labor challenges, but we are not interested in permanent Monday closure.

- d. OPMA paperwork for non-profit status has been filed. We are now just waiting on IRS to make a decision.

12. Market Tower Update

- a. We are working on hiring an owners' rep. We have a number of interested parties. Rick Grady is working on an RFP and ask all interested parties to submit applications in the next couple weeks.
- b. Lots of meetings have been taking place with city, Rockbridge, etc.
- c. Working with NBBJ (project architect). Gave them scope of work on expansion space and atrium. They are doing intitial work for free and then we will decide if we bring them on board for rest of project (which will not be free).
- d. Project going vertical in one year still seems to be on schedule.
- e. Rockbridge has signed on as title sponsor for Mix&Shake as well, which we're very pleased about.

13. Adjournment

- a. 6:07pm