



# North Market

## NMDA Executive Committee Meeting

### Agenda January 26th, 2021- 5:00pm, Google Meet video call

Attending: Tom McCormick, Nic Crum, Adrienne Keves, Mike Beaumont, George Kauffman, Brian Suiter, Melissa Dietheim, Rick Harrison Wolfe, Peggy Outcalt, Meghan Brouillette, Molly Harris, & Jillian Woltz

1. Welcome – 5:04
2. December 2020 Financials
  - a. 2021 Budget Update DWTN (see 2020-12 NMDA Financials PDF)
  - b. 2021 Budget Update BP (see 2020-12 NMDA Financials PDF)
3. Director Reports
  - a. Facility/Ops Downtown
    - i. Had a girls' volleyball tournament downtown. Market was very busy. A lot of very happy merchants. Weekend was busy. Still able to remain below max occupancy though as crowds were dispersed throughout the weekend.
    - ii. PV finished move out. All went well.
    - iii. Mercato update – Dec sales up 123% to \$12,400. Site visits and conversions up as well.
    - iv. Close to conclusion on Wi-Fi and camera upgrade downtown. All but three cams are up and running. 90-95% complete on Wi-Fi.
    - v. Gift card/Clover project – ongoing. All Clovers received.
    - vi. Willowbeez opening in March.
    - vii. Part time staff member quit, currently interviewing replacement.
  - b. Facility/Ops BP
    - i. Kintsugi Sushi Bar opened. Falafel Kitchen soft opened. Black Radish opening soon.
    - ii. March – The Little Kitchen and BREaD Bakery + Café opening.
    - iii. Tracking down all warranty information has been a big hurdle that we're currently working through.
    - iv. Hired part time staff to help with coverage.
    - v. 2021 Budget – did not do a draw funds request to C/H. Should have final numbers for 501(c)(3) by end of week.
  - c. Communications/Marketing
    - i. Have shared folder on Google Docs. Everyone has access, etc.
    - ii. Holiday 'Thank You' video was a big success.
    - iii. Continuing with the fresh videos downtown. Pastaria video was just released. Black Radish is coming out next. Interviews for Coastal Local and Market Blooms coming next. Budgeting this for BP as well.
    - iv. Meghan planning on working directly with merchants for more marketing assistance.
    - v. Regarding press releases, just sent out tomorrow's press release for expanded hours at BP. Willowbeez and Pastry press releases in development.
  - d. Programming/Events
    - i. Market Happy Hour at BP is permanent. Thur 3-7. Thur 3-6 downtown.
    - ii. Market Events – planning stage for events for the year.
    - iii. Discussion on events for summer/fall.
    - iv. Pop-up program. Little Louvre is done. Had a great exit interview. Got great feedback. They loved their experience.
    - v. Private events – Need to confirm current orders from Governor on events/size, etc. Crawford Hoying wants us doing events, but we don't even have clarity on what's legal and what isn't right now.
4. MT Update

- a. Brian and RHW just had a call with developer. Right now, things continue to move forward, but prob 18-24 before groundbreaking.
5. Merchant Updates
  - a. Adding two new merchants: Willowbeez Soul Veg (old PV space) and The Pastry Factory (old CocoCat Space)
6. City of Columbus CARES Grant
  - a. Tom met with Ben on CARES act spend. Agreed to disagree on how we handled.
  - b. Memo went out to merchants about how we were handling it and we haven't gotten negative feedback other than from Ben.
7. Old Business/CV19
8. NM Downtown and BP Management Services Agreement
  - a. Wanted to simplify structure of org and payroll with re-structure. Written agreement shows that this is in place. Tom request for vote of approval: Approved
9. General Merchant and Rent Repayment Update
10. Phased Re-Opening
  - a. Same hours as January for now.
11. Best Practices, Policies and Procedures
12. NMDA New "Market" Business Opportunities
  - a. Long discussion around ins and outs of potential programming/licensing deal with Thrive Food Hall. Tom request for vote of approval for entering into discussions: Approved.
13. New Business
14. Adjournment – 7:04