



North Market

NMDA Executive Committee Meeting
Agenda April 27th, 2021- 4:00pm, Zoom

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

1. Welcome
 - a. 4:06pm
2. March 2021 Financials
 - a. Bridge Park – Matt Starr approved the budget for BP. 2021 projecting a loss of \$431k, mainly due to rent abatements and empty tenants while we ramp up. If we were at full capacity, we'd be closer to even.
 - b. Downtown – Budget was set to a loss of \$190k, we are potentially trending for a greater loss than that. We are seeing an increase in parking, but also an increase in costs due to higher customer counts.
 - c. PPP forgiveness can help, but Market Tower costs can also exacerbate this.
 - d. We do have \$100k in CARES grant money that we haven't invested yet though, so we could potentially use that to help offset increased security and cleaning needs.
3. Director Reports
 - a. Downtown
 - i. Willowbeez opened today and have had long lines and a lot of customers.
 - ii. 60% of lease renewals have been executed.
 - iii. We have received gift cards and all collateral materials. We should be able to launch by mid-May.
 - b. Bridge Park
 - i. As of April 5th – open 7 days a week. Mondays and Tuesday have been a little slow, but not too bad. Wed-Sun much busier.
 - ii. Loading dock was heavily damaged by a car backing into it. Trying to figure out who is responsible for fixing it. Dock will be inaccessible for a week while it's being fixed.
 - iii. Preventative maintenance agreements are underway.
 - iv. Made job offers to two new support staffers.
 - v. DORA is coming late May (sip and stroll). Dublin outdoor farmers market kicks off this Saturday from 9-12.
 - c. Communications/Marketing
 - i. Photo shoot and new campaign with Kate Sweeney – new billboards up, will rotate throughout the year featuring new merchants. Print and social media ads coming too from these photos. Pics in director report.
 - ii. Robin Andrews working downtown for Peggy. She's helping with Mercato as well. She's been coming up with recipes that you can use in conjunction with Mercato.
 - iii. Worked with Jillian on press release for downtown summer event series. That goes out tomorrow.
 - iv. Press release going out in May on hours too.

- v. Merchant videos – New Coastal Local video just launched. More to come.
- d. Programming/Events
 - i. This Sunday is Yoga at the Market. All info is online, need to move more tickets.
 - ii. Crawfish boil happening at BP on May 9th.
 - iii. Market share idea – long term pop-up – introducing at Bridge Park.
 - iv. 5 different florists/flower farms popping up at BP this summer. Should have flowers every day.
 - v. Memorial Tournament golf shop set up and will be there till mid-June.
 - vi. We also have a re-use van on the plaza.
 - vii. Renamed Ohio Wine Fest to North Market Wine Fest, so now we have more versatility on location and wine types. Will be at BP Sept. 10/11.
 - viii. We are going to have Mix & Shake downtown in October.
 - ix. Will have three venue rental agreements ready to sign soon. Including an 800-person event in July. On a Sunday.
- 4. BP Update
 - a. We have a lease in hand for our butcher/poultry/produce vendor. Partners from Watershed. Saddlebrook farms. Three stalls. All proteins: poultry/game, beef, produce. Goal is to have them open by July 1.
 - b. We have a pizza merchant lined up and looking good.
 - c. Only really leaves florists, but pop ups may be the way to go for fresh flowers.
- 5. Market Tower Update
 - a. Lots of conversations/calls/meetings. Momentum continues to ramp up.
 - b. Meeting with city on Friday.
 - c. Hole in the ground next July according to Rockbridge.
 - d. We need to start thinking through the atrium and Market expansion design piece.
- 6. Merchant Updates
 - a. Willowbeez was insanely packed. Great start. They have a great following.
 - b. We are full again downtown. Pastry Factory has had a strong opening week. Space looks great.
 - c. Sales downtown – everything is up over last year. This past weekend was busiest since the pandemic. Even today – a Tuesday – was busy.
 - d. Merchant Summit – lots of discussion. Lots of constructive criticism all around.
- 7. Old Business
 - a. Everyone starts paying rent again next month.
 - b. Biggest merchant concern is labor shortage. That’s the biggest roadblock.
 - c. Merchant Committee will be meeting again shortly and discussing merchant feedback survey.
- 8. New Business
 - a. HR rep is finishing up her work in the coming week or so.
 - b. Are we seeing any uptick in Mercato sales? – Not really. Discussion around how to make Mercato work better.