



NORTH MARKET

NMDA Executive Committee Meeting

Agenda

June 1st , 2021 (May Meeting)- 5:00pm, Zoom

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

1. Welcome
 - a. 5:02pm start
 - b. Discussion of doing July Exec meeting at Bridge Park

2. April 2021 Financials
 - a. Trending on a 200k loss for downtown still. Jillian's events and Mix & Shake should help though. Perhaps we can target a 100k loss.
 - b. Got hit with multiple new big budget expenses recently as well (see Bridge Park notes below).

3. Director Reports
 - a. Facility/Operations, Downtown
 - i. Met with Park Place regarding possible new lease agreement. But Peggy recommends revisiting in Fall.
 - ii. 19k in revenue for May which is up. So all parking revenue trends continue to grow.
 - iii. Discussion around ways we can better negotiate rates with Park Place.
 - iv. Today is our first day back open till 7pm.
 - v. 2020 Audit is complete. Draft audit report sent out to key stakeholders.
 - vi. Gift card implementation should occur week of June 7.
 - b. Bridge Park
 - i. 21k deposit on Saddlebrook stall build out.
 - ii. 25k Black Radish Creamery TI (tenant improvement) money paid out as well.
 - iii. Crawford Hoying has given instructions on a new monthly process to request funds. Been a long time coming. Fast turnaround on deposited funds now that we're using new system.
 - iv. Wrapping up training on new hires.
 - v. DORA (sip and stroll) kickoff at Bridge Park has been really successful.
 - vi. Significant traffic from the Dublin market. Anticipate that for rest of summer.
 - vii. Expecting significant traffic this week as well due to Memorial Tournament.

- c. Communications/Marketing
 - i. Mercato spring/summer campaigns – Robin doing a lot of work on recipes. Another going out on Father’s Day.
 - ii. Press releases – downtown summer event series announcement went out. Saddlebrook press release went out – got a great response.
 - iii. New prepared foods component at Park St. Poultry – will announce the next couple of weeks.
 - iv. At Bridge Park – we have a long term pop up coming up. Popsicle stand (Rime Time). Announcement will be coming once everything is settled.
 - v. Downtown hours just changed, so getting the word out about that is current focus.
 - vi. Friday – media (ABC/FOX) on site from 5-7:30pm covering Memorial Tournament but also covering North Market BP. VisitDublin is coordinating.
 - vii. New totes available online, just in time for Farmers Market downtown starting on Saturday.
- d. Events
 - i. Farmers Market downtown starts Saturday.
 - ii. Night Market starts June 18th – largest season in terms of vendors.
 - iii. Crawfish Boil – June 27 at Bridge Park.
 - iv. Yoga at the Market every other Sunday. Next is June 13.
 - v. North Market Wine Fest planning is underway. Bringing it back to Bridge Park to start. Will not just be Ohio wines anymore.
 - vi. Mix & Shake planning underway. Currently planning for Oct. 1st downtown.
 - vii. Jult 25th venue rental is officially happening. Should be a 30k revenue opportunity.

4. MT Update

- a. May 21st meeting with Rockbridge. They presented most recent plans. Good meeting. Meeting tomorrow with Jeff P. and Brian Suiter. Trying to formalize feedback back to Rockbridge.
- b. Need to engage with Owner’s Rep. Should have more on that soon.
- c. Had a meeting last week with NBBJ on design process for our portion.
- d. Still feel that going vertical will take place one year from now.

5. Geraldine Sutter/.Unique Alliance Presentation

- a. Brought Gerry in to conduct an investigation but also enact a structural overview of the organization.
- b. Overview of employee engagement survey.
- c. Overview of Recommendations.
- d. Overview of Organizational Design.
- e. Open discussion about presentation.

6. Merchant Updates

- a. Willowbeez was not open the entire month of May, but most of it. They had a great start and a great month.
- b. Traffic picking up downtown and Dublin

7. -Old Business/CV19

- a. Backed off hours/days change due to labor challenges. Working towards it.
- b. Merchant Summit is Wed June 23 at 6pm, hope to see as many board members as possible attend.

8. New Business

9. Adjournment

- a. 6:38pm