



NORTH MARKET

NMDA Executive Committee Meeting

Agenda

June 22nd , 2021 (June Meeting)- 4:00pm, Bridge Park Conference Room (and Zoom)

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

1. Welcome
2. May 2021 Financials
 - a. Looking at loss of 200k for downtown. However, this does not account for potential revenue from multiple upcoming events. We're assuming PPP will be forgiven too but that's also not being taken into account yet. Assuming parking revenue will also continue to trend up.
 - b. Bridge Park on target with set budget.
3. Director Reports
 - a. Facility/Ops – Downtown
 - i. Finally launched the new gift cards last Friday downtown with Bridge Park coming this Friday. Long time coming.
 - ii. Mercato – In an effort to increase orders, we reduced lead time from 4 hours to 1 hour. Haven't seen any impact yet. Old paper gift cards will continue to be accepted.
 - b. Facility/Ops – Bridge Park
 - i. Leasing – Saddleberk has begun construction. Working around Market hours.
 - ii. Leasing – Ready to sign lease for pizza concept. Will be taking the space next to Lan Viet. Hoping they'll be open in Fall.
 - iii. Loading dock repair project is finally taking place tomorrow.
 - iv. New Crawford Hoying fund request report was completed this morning.
 - v. Starting this Friday, gift cards will be able to be purchased at Bridge Park for use at either Bridge Park or Downtown.
 - c. Communications/Marketing
 - i. Design – working on Wine Fest and Mix&Shake designs.
 - ii. Partnerships – Wright/Pat Credit Union will be tabling at all Night Markets this summer. Rockbridge signed on as presenting sponsor of Mix&Shake
 - iii. Events – AtHomeByHigh and other senior group will be planning some fun events. Memorial Tournament stuff went really well. We had a two-page spread in the Memorial Tournament magazine among other things.
 - iv. Press Releases – Park Street Poultry & Game prepared food service (Moroccan) and Rime Time press releases going out soon.

- v. Ad updates – Billboards will be getting updated with new merchants in the next week or two.
 - d. Programming/Events
 - i. See report for full info.
 - ii. Yoga at the Market and Crawfish Boil coming up this weekend. Both are ticketed events.
 - iii. Q3 downtown pop ups being finalized. Rime Time officially open (right now Wed-Sun, but expanding).
 - iv. Wine Fest and Mix&Shake planning is underway.
 - v. Night Market was huge success despite potential for bad weather.
 - vi. Farmer’s Market has been good so far.
 - vii. Large event booking for downtown – they’ve paid the first 50% of their balance.
 - viii. August 28th Byers Car Show event happening at Bridge Park.
- 4. MT Update
 - a. Have had a lot meetings over the last two months with Rockbridge and NBBJ, etc. We need to get an owners’ rep on board. That process in underway.
 - b. Making progress with Rockbridge on a number of issues.
 - c. NBBJ is starting work on designs for our space.
- 5. Merchant Updates
 - a. Willowbeez opened in April. Still doing well.
 - b. Revenue continues to improve every month overall.
- 6. 2021 NMDA Board Prospects
 - a. We have a number of very solid prospects that have expressed interest for joining later in 2021 and in 2022.
- 7. New Business
- 8. Adjournment
 - a. 4:56pm