



NORTH MARKET

NMDA Executive Committee Meeting

Agenda

August 24th , 2021 (August Meeting)- 4:00pm, Google Meet

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
 - a. 4:04PM
2. Owner's Rep Discussion
 - a. The city would like the North Market owner's rep to be the city's owner's rep as well with limited involvement from the city.
 - b. Because of that the city will also provide some funding.
 - c. We will not be taking a vote today, but wanted to have an open discussion around our choice between the two applicants today.
 - d. We received two proposals: MKSK in Partnership with Brian Suiter and another proposal from Amicon and Thrive Development. MKSK was slightly cheaper and has some advantageous billing benefits as well.
 - e. Brian has also indicated he would be willing to step down from the NMDA board to eliminate any potential conflicts.
 - f. Question – how would this impact Brian's role as a board member? RHW – most of his involvement in this from a board perspective has already been in the role of an owner's rep.
 - g. From Tom/RHW – Attempting to bring another group up to speed at this point would negatively affect project timeline, etc
 - h. Question – What is the city contributing in regard to additional funding? From RHW - TBD
3. July 2021 Financials
 - a. Downtown – still looking at a loss of 145k. Saw an additional increase in parking though and Jillian still working on events.
4. Director Reports
 - a. Facility/Ops, Downtown
 - i. Gift card programs going well. Hot Chicken Takeover is having problems connecting to North Market WiFi though. HCT and NM looking into it.
 - ii. Staff training continuing in light of Ryan's new role.
 - iii. Tangine House submitted a new menu on Friday. Hope to have prepared foods by early September.
 - iv. Mercato orders continue to decline.
 1. Tom – Can Mercato track visitors on website vs.orders? Yes, traffic is down but ratio of visitors to orders is lower too.

2. Nick – Do you know current conversation rate? No but can send.
Nick – benchmarks would be helpful. Peggy – will send.
- b. Facility/Ops, Bridge Park
 - i. The Pit BBQ is now open.
 - ii. Saddleberk coming along. Should be up by September.
 - iii. Issues with HVAC still, but have come a long way and we are almost there.
 - iv. Amy Vance has been engaged to help present financials to Crawford/Hoying. Going well.
 - v. We are hiring for part-time help again. One of our solid evening/weekend people is moving out of state.
- c. Communications/Marketing
 - i. Press releases – Gallo’s Pizza went out. Well received. Still coming – Tangine House announcement
 - ii. Ads – Adding Experience Columbus Visitor’s Guide Bridge Park ad, Added ads in Ohio Magazine for upcoming events as well
 - iii. Visit Dublin has hosted some photo shoots at Bridge Park and has brought some travel writers as well.
 - iv. Opened early at Bridge Park for Emerald City Half Marathon post race party. Many merchants participated.
- d. Programming/Events
 - i. Mix and Shake tickets are now on sale (Oct 1)
 - ii. Taste of the Market tickets should go on sale in September
 - iii. Private event last week and another next week.
 - iv. Numerous smaller events and activities happening at both locations for the rest of the year. Lots of stuff happening.
5. Market Tower Updates
 - a. Will cover most of this during full board meeting.
 - b. Bed Tax funding will be finalized in the Fall.
6. Merchant Updates
 - a. Destination Donuts is opening a brick and mortar location in Clintonville and will be leaving North Market. Prob end of September.
 - b. Omega Artisan and North Market Spices going month to month
 - c. Many merchants back to pre-pandemic numbers, probably up to 2/3
7. HR Structure Follow UP
 - a. Had conversations with JS. She continues to work with us on growth plan and HR policies and procedures. She is sending a three phased approach to future.
 - b. She has also expressed a desire to join the board.
8. Adjournment
 - a. 4:48