



**Edmonds  
Downtown**  
ALLIANCE

**June 9, 2016  
8:00 AM - 9:30 AM  
Edmonds Center for the Arts  
Room 225**

## **Meeting Minutes**

**Attendees:** Cindi Cruz, Kiersten Christensen, Jacob Comstock, Kimberly Koenig, Robert Boehlke, Pam Ehrbar, Clayton Moss, Apple Catha, John Rankin, Shubert Ho, Petra Rousu

**Absent:** Jordana Turner, Cadence Clyborne

**Guests:** Pam Stuller, Kim Wahl

**Call to order** – 8:05 am

## **Welcome**

**Approval of Minutes** – Kimberly moves to approve 5.12 minutes; Jacob seconds – all approved, none opposed; John abstained. Kimberly moves to approve 5.26 minutes with name correction; Jacob seconds, all approved, none opposed; Apple abstained.

**Treasurer's Report** – John shared financials for May. Marketing expenses not yet added. Restroom invoice coming soon.

**Presidents Report/Review Action Items** - reminder to complete OPMA training; new committee rosters sent; umbrella survey sent to members.

**4<sup>th</sup> of July Planning** – Pam, Robert, Jacob met; trolley not available. T-shirt idea for uniformity of group, Ed logo on front, each business have logo on back. Ed could cover cost of one shirt. We have Ed tote bags to distribute (were a misprint and were not charged). Coupon card idea was turned down at DEMA meeting; not allowed to hand out paper anyhow. Frisbees might be good for another venue, not for the 4<sup>th</sup>. Send email blast to members, get commitments for participation; carry umbrellas and bus banners. Motion to approve budget for t-shirts for 4<sup>th</sup> of July parade. Jacob moves to approve \$500 for printing and production of t-shirts. Shubert seconds. All approved, none opposed.

**City Update** – Patrick shared diversity committee will have a contingent in the parade. Meeting to consider proposing Edmonds for Revitalize WA for next conference. Great way to showcase our community. Need sponsors – meeting went well. City doing national citizen survey; added five questions specific to Edmonds. Went out to 2200 households, results shared in August. Can benchmark against national averages, and other communities like ours.

How do we engage Salish Crossing - Lindsey Echleberger – Clayton talked to them. Everyone wants to. Jacob also went to talk to business owners. Clayton and Jacob – if they are all interested, we provide a

petition. Has to fall within 10% growth. Will also need the Indian restaurant in order to make it contiguous. Patrick will keep Jacob involved in process.

**New Businesses in BID** – no updates.

### **Committee Updates**

- Marketing – (Kimberly) Google analytics reflects continued growth from digital campaign.
- Member Outreach – (Jacob) See notes on 4<sup>th</sup> of July above
- Appearance & Environment – (Jordana) – No update
- Parking – (Jordana) – No update
- Grants Program – (no chair) – Pam shared the new walking map at museum will be installed week of 6/18.
- Non-Profit/501c3 – (Cadence) – Cadence has meeting scheduled with city in few weeks.
- Business & Civic Collaboration & Outreach – (John) No update. Community meeting previously – could do this again. Rotary, Chamber – this is a good place to bring everyone together to talk about parking.
- Professional Business Resources (no chair) – look at website upgrades in this group. Could do member-wide training, look for ways to leverage our buying power – emergency preparedness issues. Could go under grant program.

**Umbrella Survey Feedback** – Pam shared survey feedback and comments with group. 65% positive feedback about the program. Feedback is enough to incentivize moving forward with discussions. We have funds, committed to spend – be prudent. Will discuss next steps at next Appearance and Environment meeting.

**New Business** – None

**Public Comments** – Pam Stuller shared update on public safety task force for city; looking at parking enforcement – not being done. Recommend people send notes to mayor to request full-time parking enforcement. Very time-consuming position; may change to paid parking model. Fundraising idea – sponsor places for people to park/set up chairs. Send ideas to Pam S. to share.

Adjourn – 9:30 a.m.