



**Edmonds  
Downtown**  
ALLIANCE

**September 14, 2017**

**8:00 AM - 9:30am**

**Edmonds Center for the Arts**

## **Meeting Minutes**

**Attendees:** Kimberly Koenig, Kiersten Christensen, Carrie Hulbert, John Rankin, Matthew McCulloch, Clayton Moss, Jacob Comstock, Mary Kay Sneeringer, Mark VonGunten, Apple Catha

### **Guests:**

- Derrick Daniels - Farmer's Insurance
- Greg Urban - Chamber of Commerce

**Call to Order:** 8:05am

### **President's Report:**

- Updates during committee updates

**Approval of minutes for 8/10:** Matthew makes motion to approve. Mary Kay seconds. All in favor. None opposed.

### **City Update:**

- Nothing to report

### **Public Comment:**

- Dave - Edmonds Historical Museum presented on Scarecrow Festival.
  - Doing Instagram account for festival this year.

### **What is Ed! Elevator Pitch:**

- What is Ed! discussion - Bylaws good reason for why Ed! was created
- What and why board members joined Ed board - talked about mission and core values - improving business community, getting a better understanding what BID is and what it means in general
- Chamber and city much wider reach - figured out way legitimately just focus on downtown area - focus and funded way to improve business community in downtown corridor
- Be able to showcase where money goes, why money is collected, what Ed! is doing with its funds

- Ed! advocates for downtown businesses
- Next meeting will bring bullet points of what discussed here and what sets Ed! a part from other entities

### **Grant Parameter Discussion**

- Reviewed Grant Program – what is and is not/should/should not be covered

### **Committee Updates:**

#### Marketing:

- Holiday campaign execution – this year’s plan will be similar to last year
- Proposed budget for holiday – Total **\$11,900** – includes Trolley, festive figure appearances, banners and flyers, design, facebook/instagram ads, Shop Small Saturday, Admin for trolley oversight and poster distribution
- Event budget from ed! - \$5,900
- Sponsor contribution - \$6,000

Kimberly makes motion to approved \$5900 for holiday under Communication and Outreach. Mark seconds. Discussion – Clayton sees opportunity to increase ad size – scale current design. All in favor. None opposed.

- Holiday landing page discussion – currently have bid from the same professional who created Ed! website, to build holiday landing page – Carrie be administrator keep site up to date and active.
- Money would come from Professional Resources Committee

Mark makes motion to approve \$3,900 for holiday hosted website and design. Clayton seconds. All in favor. None opposed.

#### Appearance and Environment:

- Carrie - Crosswalk project
  - Found company could do stencil installation using paint – city can install. Just received quote. Moved to next meeting for approval.
- After hours parking program – just getting bids back for Bank of Washington pilot program signs – 1 entry sign and 8 interior parking spaces

Clayton makes a motion not to exceed \$3,000 for Bank of Washington after hours parking pilot program. Mark seconds. Discussion – budget for committee is \$10,000. Have currently spent around \$2,500. This is pilot program – have not presented to any other bank yet – wanting to see results from first install. All in favor. None opposed.

- Umbrella stands – New stands starting to be delivered.

#### Communication and Outreach:

- Looking build facebook group for memberships - closed to public
- New business - Farmers Insurance
- Mary Kay idea looking forward physical newsletter - something mailed quarterly
- Brochure, window cling, umbrella, maps postcards - all ready to be handed out to new members

#### Professional Business Resources

- Discussion buying subscription to database - for members to access/utilize for business development/planning

#### Administration Committee:

Kimberly makes motion to approve \$1,000 for Carrie to manage and update holiday website. Mark seconds. Discussion - includes 30 hours extra above and beyond current job description. All in favor. None opposed.

Next meeting Sept. 28<sup>th</sup>

- Think about budget items and work plan for 2018

**Adjourned:** 9:27am