

Minutes from Ed! Alliance board meeting on March 12, 2015 at 8am at the ECA.

Attendance: Pam Stuller, Paul Rucker, Jordana Turner, Natalie Pascale Boisseau, Sally Merck, David Arista, Mary Kay Sneeringer, Robert Boehlke, Kim Wahl, Cindi Cruz, Patrick Doherty, Scott James, Sarah Mager, Nicole Heron, Sandra Williamson and Greg Urban Note Taker: Kim Wahl

Meeting was called to order at 8:02 am.

No opening remarks.

Approval of minutes: Action Item- regarding the unallocated funds and budget carryover, Scott will review our ordinance and see if it needs to be presented to City Council. Sally made a motion for approval, Jordana seconded and they were approved unanimously.

Treasurer's report: For 2015 expenses are \$1175 and revenues are \$32,051.12. Regarding the delinquent businesses the board is communicating with some businesses to resolve their past due status. The question was asked how the City tracks the businesses that have passed their 1 year anniversary. David suggested we create a letter to send to them that informs them of their upcoming assessment. Also, how we are putting new businesses in the email list.

President report: In early April, The Beacon will start a commerce column and Ed! will be providing an article once a month. Pam has written a rough draft and Mary Kay will edit.

Late Fee and Forgiveness Policy: Ed! has no formal plan for how to handle this. It was suggested we have a 1x forgiveness of late fee every 3 years which is the same as the water bill. Mary Kay made a motion "I move that we allow forgiveness of late fees of one time every three years in accordance with the established City policy". Discussion: We are a member driven organization and we need to do things to benefit our members. This forgiveness of late fees would only if it made the account current. Sarah will check to see which businesses only owe late fees. Scott will run it by the attorney for approval or if we need to present to the Council. We need to be sensitive to city staff regarding any additional time spent. The motion passed unanimously.

Regarding the write-off policy- We have some businesses that have closed and need to know how to handle their unpaid assessments. Scott will check with other City Departments and find out how they handle them. It was suggested we have a committee meeting with Scott.

Annual Meeting: The committee has come up with an agenda. Post cards are in for production. The meeting is tentatively scheduled for April 30; Operation Military Family has their annual fundraiser that evening. Pam & David will talk to OMF to see if there will be a conflict of attendees. Cindi will check on the 29th for availability of the Plaza room.

Marketing: Waiting for Turnstyle to finish transit ad. We are still on target for May-June ad campaign.

Appearance and Beautification: The committee is working on the bike racks. They have determined 15 locations. They have met with the City and are waiting for approval. The City has their own design that they have approved in their City Scape. Ours are approx. 1/2 the cost. Our design would have to be approved by the City. The committee will talk to those businesses that would have racks in front of their businesses for their approval. Jordana made a motion "that we approve paying for 15 bike rack locations with the Ed! logo and bike underneath for a cost not to exceed \$5000". David seconded. No discussion. The motion passed unanimously.

Kiosk: The committee has been researching kiosk options. The approximate costs range from \$10,000-15,000. Discussion-With the use of smart phones is it redundant? What about vandalism? Possibility of a grant? Is it relevant and too costly? The committee will locate other cities that have them and get their feedback. They will also find out if we can use our website. More research is needed and we will revisit this at a later date.

Job Description: Pam, Cadence, and Nicole have been working on defining a job description. They have sent it to Patrick to vet it.

City Update: Regarding the kiosk on Sunset, the Port owns it and they want it. A whale watching company is opening in May at the Port. The 125th birthday committee has met and has lots of ideas. They are looking for sponsors.

Public comments: Greg asked how we would direct people to the kiosk. Do the bike racks have a set-back and have the locations been decided. We will discuss the flags by the Cheesemongers crosswalk at our next meeting.

Meeting adjourned at 9:33am.

Our next meeting is March 26, 2015, at 8am room 225 at the ECA.