

Minutes from Ed! Alliance board meeting on April 23, 2015 at 8am at the ECA room 225.

Attendance: Cadence Clyborne, Pam Stuller, Sally Merck, Robert Boehlke, Jordana Turner, Juliana Van Buskirk, Natalie-Pascale Boisseau, Mary Kay Sneeringer, Kim Wahl, Patrick Doherty, Cindi Cruz, Francis Chapin, Kimberly Koenig

Meeting called to order at 8:07am.

Approval of the minutes: Mary Kay made a motion that we approve, Sally seconded and the minutes were approved unanimously.

President's report: Pam thanked everyone on the board for their accomplishments of the past year. We also said good bye to the outgoing board members. Natalie-Pascale thanked Pam for setting such high standards as President and leading by example.

Amendment to the Agenda: Admin job positions, Grant Program and New Member welcome.

4th Avenue Corridor: Francis gave us a history of how the project was formed and the interim project that they have planned. They have hired an artist and are going to present it to City Council on May 5th.

Annual meeting: A full slate of candidates was presented on the ballot. Ballots were sent out April 22. They must be postmarked by April 30 or brought to the annual meeting.

Marketing: Final production of the ad was completed and it ready to be installed on the buses. Hiring of the photographer allowed us to have pictures for future use also. The committees' next task is researching digital searches. They will present at a future meeting.

Bike racks: Jordana reported that the production ran into some delays. She is hoping to have one at the annual meeting. The bike group has confirmed they will be paying for two of the racks. They asked to have it installed closer to the police station. That rack will be held back until the market starts and a location will be determined at that time.

Totes: They received 3 samples that they took around and had people vote on them. They made a decision and now they will send out an email asking merchants how many they would like to order. The suggested retail will be \$9.99.

Bank account: Since Ed! will be paying for the upfront cost of the totes and reselling them to the merchants it was suggested that the 501c3 open a bank account and create an Agency agreement or a letter of agreement with the City. Cadence will send out a request for proposal to the local banks for costs of opening a checking/savings account. Jordana gave a suggestion that we put together a welcome package.

Cadence made a motion " That the board approve purchasing up to \$4000 to order the tote bags with the branded design in the blueberry color from Envirosacks and the \$4000 would fall under the marketing budget but the actual cost of the bags would be reimbursed potentially with a small profit margin to the 501c3 through a new bank account by local business owners". Sally seconded. Discussion involved which category of the budget would the bags fall under and how the 501c3 bank account would function. The intent is for the Alliance to buy the bags and to create a vehicle for collecting funds from the businesses. Cadence will schedule a meeting with Scott and Jeff Taraday to discuss a letter of agreement. Cadence amended the motion to remove opening a bank account and just order the bags anyway. The motion was withdrawn. Cadence made a motion "That the board approve up to \$4000 worth of tote bags from Envirosacks with the brand and design agreed by the board that was reviewed during this meeting. Sally seconded. No discussion. The motion passed unanimously.

Large Signs: We have received a bid of \$24,000 for the installations of the 4 large signs. Now that we know the cost the committee will revisit asking for donations to help pay.

Crosswalk flags: Juliana met with Bertrand from the City and he identified 5 areas that could use crosswalk flags. There is a question of who would maintain the flags and the holders. She will follow up.

Admin interviews: There were 3 candidates who were interviewed for the position. Pam made a motion "Proposing that we contract with Nicole Herrin not to exceed \$10,000 for the remainder of 2015". Cadence seconded and it was passed unanimously.

Grant program: We have received 1 application, but more information is needed from them and they need to have an Ed! sponsor. The application is from the Edmonds Historical museum for a time capsule.

City update: Patrick received an email regarding our accounting. Cadence will follow up.

Meeting was adjourned at 9:48 am.

Next board meeting will be on May 8th at 8am in room 225 at the ECA.