

Minutes from EDBID board meeting March 27, 2014 in HDR conference room at 8 am.

Attendance: David, Paul, Pam, Kevin, Cadence, Mary Kay, Chris, Steve, Sally, Kim, Stephen, Cindi, Scott James, Sarah Mager, Denise Cole, Shannon Black, Clayton Moss, Kyle Vixie, Valerie Claypool, Bob Herschell.

Meeting called to order at 8:00 am.

Minutes from March 13, 2014 were approved.

#### Presidents Report:

David reported on the meeting a few board members had with Scott James regarding the delinquency policy. Scott suggested that the board goes before the City Council or the Finance committee and tell them what we have been up to and to let them know our efforts to get business to pay prior to collections.

City report: We received an answer from Lighthouse Law Group giving clarification of the waiver policy. Based on the RCW the BID can grant up to a 1 year exemption for new businesses. The waiver cannot be given retroactively to businesses that have already paid. However, if a business has not paid they could be given that exemption. The board has spent many hours of discussion on this waiver policy, we have consulted with the cities lawyer, and we have met with the business owners who would be affected. We appreciate that a business owner proposed this to the board. There was discussion on when to implement this policy and for how long to give this exemption.

A motion was made: "That we create an amendment to our ordinance that gives a 1 year exemption for any new businesses that join the EDBID and that we present it to the finance committee the second week of April. This would only be for businesses that open after approval of the ordinance by the council as allowed by the RCW.

The motion passed unanimously.

City/Finance Report: The Finance Dept. wrote a Delinquent Assessment Collection Policy. There was discussion regarding wording of when to turn businesses over to collections.

A motion was made that it would read "When the member is delinquent for three quarters of assessments, the City's Finance Director shall initiate collection proceedings for that member. Collection proceedings shall include 30 day notification to the member prior to assignment of delinquent assessments to a collection agency for collection".

The motion passed unanimously.

Action Item: Cadence will send the new wording of the delinquency policy to Scott.

#### Treasurers Report:

Revenue-\$29,603

Expenses-\$9,008

#### Committee reports:

Member Engagement-Email blast and Save the date letters have been sent. Postcard invite is in draft stage. Postcard will be sent to BID members, City Council, and the Chamber. The board gave some suggestions for the postcard; the committee will review the suggestions. The postcards will be going out on April 1. There is a call for nominations and those nominations are due by April 10. Ballots will follow, and will also be available at the annual meeting.

Pam asked for public comment. The board was asked if the annual meeting was a public meeting and that the postcard should reflect that.

Branding/Identity- Committee have a meeting on Mar 28 and Stokes will be presenting name ideas. The committee will present those to the board at the April 10 meeting.

#### Public Comments:

Bob Herschell- There is a negative undercurrent regarding the BID. That it is a minority enterprise or Council agenda. Hopes that the annual meeting specifies what has been done. He would like to see the "larger vision".

Denise Cole-Has also been fielding questions about what the BID is doing. Would like to know why the Artwalk can't be funded by the BID.

Clayton Moss-How is the BID defined? Identities are coming out and he would like to see all the identities coming together for a common voice.

Why haven't other therapists come to the BID board meetings? There is no enthusiasm or it's of no benefit to them.

It was suggested that we get all the partners together to create the experience and make it successful. Is the BID goal clearly understood?

Meeting adjourned at 9:26am.

Next meeting is April 10, 2014 in HDR conference room at 8am.