

Minutes from Edmonds Downtown Alliance board meetings on Sept. 11, 2014 at 8am at ECA.

Attendance: Pam, Cadence, Sally, Jordana, Robert, Juliana, Natalie-Pascale, Kim, David, Mary Kay, Paul, Scott, Patrick, Elizabeth Martin-Calder, John Dewhirst, Valerie Claypool and Mike Koenig.

Meeting was called to order at 8:02 am.

The minutes from August 14 were approved.

President's report: The board members have new email addresses and need to set up. Pam emphasized the need for the board to input their info for the website.

Treasurer's report: Cadence reported that we have collected \$68,200 for 2014 and spent \$25,867 to date. She will send out the report to the board.

City Update: Scott is waiting for Rich regarding the sign posts. Patrick reminded the board that they need to watch the webinar on the open meetings act and send an email to Patrick or Cindi letting them know they did. Sarah is out on leave and Lori Palmer will be our contact while she is out. The City is creating a new tourism website and a new city website is also being created.

Website update: The website design has been finalized. Letters and emails have been sent out requesting that the business owners fill out their information for the website. Sept 18 is the deadline to be included in the web launch. Pam has contacted the head of EWHS IB students for a request for students who would like to help for service hours. They could be used to help gather info, or input generic information on the businesses that haven't submitted their info. The board agreed to contact businesses by email, phone or visit the businesses and let them know we need their info.

Action Item: Pam will send a contact list to the board.

There is also a need for copywriting on the website. Pam has a bid from someone to do that within the timeframe needed. She also contacted others for bid and no one was available to do it. A motion was made by Pam, seconded by Mary Kay and passed unanimously to approve \$300 with a max of \$400 to spend on copy-write.

Umbrella: We found a vendor for the umbrellas. We did not use the design budget of \$500 but may use it later to design a wrap for the umbrella stands. It was recommended that we put a note somewhere on the umbrella, handle or canister saying to return to a canister or something like that.

Action Item: Robert and Patrick will research locations for placement of umbrella and canisters.

Friends of Ed!: Set up for Sept 24th, 11:30-1:30 in the Brackett room. Invitations have gone out. A motion was made by Paul, seconded by Cadence that we approve a budget of up to \$12 person for lunch it passed unanimously.

Directional signage: Jordana has held meetings with the city and they are trying to figure out a quote for the large signs. Ed! Logo discs are being fabricated and will be ready by the end of the month and Public works will install them at no cost.

Business Seminars: Juliana has been working with Matt Cail of Super Charge Marketing to put together a seminar. Cost is approx. \$500 for a 2 hour seminar. Time and place would need to be determined. Looking for a January timeframe.

Small Grant Program: Natalie has been working on the small grant application. There are many elements that need to be defined. We need to establish a budget item for 2015. John D. has experience working on these projects and agreed to help Natalie with the document.

City Council Presentation: Pam will be making a presentation at the Sept 16 meeting.

501c3: We have received our non-profit status from the IRS.

2015 Work Plan: Cadence, Mary Kay, Jordana and Kim will work on the committee.

No public comments.

Meeting adjourned at 9:44am.

Next meeting is Sept 25th at the Edmonds Center for the Arts room 225 at 8am.