

Minutes from Edmonds Downtown Alliance board meetings on August 14, 2014 at 8am at ECA.

Attendance: Pam, Sally, Jordana. Mary Kay, Robert, Juliana, Kim, Cadence, Natalie Pascale, Cindi, Scott, Patrick, Greg Urban, Clayton Moss, Brian Comstock, Petra Rousu, Valerie Claypool, Alexandra Rousu, Andy Cline, Mike Koenig, and Judy Salinas.

Introduction of Patrick Doherty, new Economic Development Director.

Meeting was called to order at 8:06am.

Starting in September we switch back to the 2nd and 4th Thursday meeting schedule. Our next meeting is Sept. 11.

Minutes from July 10 were approved.

**President's report:** We are on the agenda for the City Council meeting on Sept. 16 to give an update of the BID and present our new brand and logo. Pam sent out the response to the letter that she received and had received a number of positive responses and she will respond to all emails.

**Treasurers report:** No updated revenue report.  
We have \$25,867.58 in expenses. Cadence will send out an updated report to the board. She also reported that no money has been collected from the collection agency.

Cadence wanted to make a correction to the June 12th minutes that she reported that Elegant Gems was closing. That report was incorrect and she wanted the minutes to reflect that she was incorrect in reporting that.

We have 2 new businesses opening that will be sharing 1 space and their billing needs to be clarified. They have separate business licenses. We have new businesses that are opening and 1 business closing.

**City Update:** Regarding the Strategic Action Plan, (the BID agreed to work on the empty storefronts) it was suggested that we fill them with Historic photos and/or event posters. We would have to contact the property owners to determine if they are willing to doing this.

**Action Item:** Robert will do some research into the cost and the locations of vacant spaces.

**Website Update:** Website is still being designed. It is progressing to the point of needing businesses to input information. The committee gave us an overview of the categories and how the website will look. All businesses will need a photo of their business. A letter is going out to the BID members rolling out the brand next week and asking for their information. The committee is still working on securing the URL. The board will also be getting new email addresses. The plan is to have the website go live in mid-November. We also need photos of Edmonds for the website. We have an estimate from a photographer for his services.  
**Action Item:** Cadence will send out an email to the photographers in the BID to get quotes for photos to use on the website and also take photos of any business who cannot submit their own photo.

There was a motion "to authorize the committee to spend up to \$2000 based on the scope of work for photo. If additional money is needed we will communicate by email". The motion passed.

**Brand Rollout:** Pam brought a sample umbrella so we could get an idea of what quality we would get for \$20. Turnstyle is working on logo options. They would charge us \$500 to design a logo to use they would provide an option and up to 1 re-do for that price. We are looking at approx. 200-250 umbrellas plus canisters to start.

**Crosswalks:** They would provide safety and defining our boundaries. The question was what would they look like? We would have to have visuals to present to the city for approval. We have a bid from Turnstyle for \$2000 to design. Clayton reported that the 4th Ave. corridor is also working on crosswalk ideas that may be used by the BID. We decided to hold off until more information is available.

A motion "That we approve \$500 for Turnstyle to design umbrellas". The motion was approved.

**Friends of Ed Meeting:** Date has been set for Sept 24th from 11:30 to 1:30 pm in the Brackett room. We went through our list of invitees and added those that we had missed. The committee will be sending out invitations the beginning of Sept.

**Signage:** Jordana sent out an email that showed what the signs would look like with our logo. She has a rough bid of \$2000 for the production of the Ed! logo and installation for the small signs. Estimate of approx. \$3000-4000 for installation of the large signs. She is looking for a budget figure on how much the BID is willing to contribute towards the large signs. She would then contact other businesses and groups for contributions for the installation. Scott will talk to the mayor and Phil Williams to see if there are funds to pay for installation. There was a motion "That we approve up to \$2000 with a 10% contingency to pay for the installation and design of the small signs". The motion passed.

**Delinquent assessment outreach:** The board has reached out to the businesses that have concerns about the BID. One business owner brought up was the condition of the alley-ways and maintenance of them. We also discussed beautification of the alleys.

**Small Grants:** Cadence sent out the small grant letter to the board.

**Action Item:** Natalie-Pascale will look at the letter and send any suggestions to Cadence.

**AIA program:** Natalie is researching the AIA program and will make a presentation at our next meeting.

**Business seminars:** Juliana has contacted Supercharge Marketing about conducting a digital marketing seminar for our members. She will present at the next meeting.

**Public Comments:** Scott suggested we add a link to ferry and train schedules and also a link to quick eats while you are waiting in the ferry line to our website.

Valerie thanked us for approval of the sign installation.

Meeting was adjourned at 9:39am. Next meeting is Sept 11at the Edmonds Center for the Arts room 225 at 8am.

