Minutes from the Ed! Alliance board meeting on February 12, 2015 at 7:30am at the ECA

Note taker: Kim Wahl

Attendance: Cadence Clyborne, Pam Stuller, Sally Merck, David Arista, Mary Kay Sneeringer, Jordana Turner, Juliana Van Buskirk, Kim Wahl, Jenny Shore, Kimberly Koenig, Patrick Doherty, Mary Bess Johnson

Meeting called to order at 7:33 am.

Opening Remarks: There is a slight change of agenda due to shortened meeting.

Minutes: Mary Kay, Cadence and Natalie Pascal Boisseau drafted a letter to be sent to delinquent businesses. 35 letters were sent. Pam met with Scott regarding the invoices and the delinquency policy. Due to the software there is not a lot of flexibility. When Sarah (finance dept.) returns they will revisit it.

Non-profits must have IRS non-profit status to be exempt from paying assessment.

Cadence made a motion to approve the minutes, Sally seconded and they were approved unanimously.

Committee Reports:

Marketing: Kimberly Koenig (Rogue) has been brought in to help the marketing committee. She has been doing market research about the audience Ed! is targeting. Using our budget of $22,000 she created a media plan. The plan would help Ed! with creating a better web presence and a marketing campaign. The research showed that a bus campaign would cost approx. $15,000 for 2 months and give us the best exposure. We would be buying ads on the outside and inside of buses and start in May.

The digital campaign would cost approx. $2000. We would buy google ad words and increase our SEO presence.

The committee is researching tote bags and will present at a later meeting.

Patrick reported that the city is also planning a marketing campaign. They are looking into radio, rack cards, visitor guides, magazines, and Facebook ads.

We also discussed putting together a welcome package. We will discuss later.

Action Item: Patrick will talk to Scott about budget carryovers and unallocated funds.

David made a motion that "we approve a marketing plan as presented by Kimberly". Sally seconded.

The motion was passed by Cadence, Pam, Sally, David, Juliana, Mary Kay and Kim. Jordana abstained.

Business Resources: The committee is looking into electronic directories.

Waterfront Coffee would like to use the Ed! logo on their t-shirts. More discussion is needed.

Treasurer’s report: Cadence will send it to Kim to post to the website.

City Council meeting went well and no further action about assessments will take place now.

The City will hold an open house Feb 25 at 5 pm in the Brackett room.

Jordana or Pam will attend the Bike group meeting next week.

No public comments.

Meeting was adjourned at 8:21am.