

Ed! Alliance Meeting 7.9.15

Location: Edmonds Center for the Arts

8:03 Called to Order by Vice President Robert Boehlke

Attendance: Pam Stuller, John Rankin, Kim Wahl, Jordana Turner, Patrick Doherty, Juliana VanBuskirk, Clayton Moss, Robert Boehlke, Natalie-Pascale Boisseau, Mary Kay Sneeringer – Edmonds Bookshop, Sarah Comstock – Comstock Jewelers, Valerie Claypool - 24/7 Events NW and Maya Hasson - Centro

Opening remarks – Cascadia Art Museum is interested in being a partner with Ed!

Thank you to the 23 - 4th of July parade participants. Next year will plan earlier including business participation guidelines and look at additional ideas like a trolley etc.

Kimberly moved that the minutes be approved from the 6.11.15 meeting, Jordana seconded all approved.

Treasurer Report - John gave a balance update. See attached sheet.

Confirmed that we are to code the umbrellas under supplies.

Marketing Presentation Digital Opportunities – Maya Hasson, Centro

Digital advertising options of local sites at scale, audience targeting and search were discussed.

Next steps would be budget, seasonality and target definition.

Member Engagement and Outreach - Cadence, Jake and Jordana are working on a packet for new business owners.

Appearance and Environment – Due to scheduling issues the signs not able to go up until September. Still under the Ed! allocated budget for installation because of donations from The Port, Anthony's Jacobsen's and Arnie's. Yacht Club and Best Western declined participation.

125th Celebration Sidewalk Sale - All participating businesses in the sidewalk sale will be given printed biodegradable balloons indicating their participation and bringing a fun atmosphere. \$320 needed for the balloons and helium.

Pam moved that Ed! approve \$320 for the balloons and helium supplies for the 125th Anniversary Sidewalk Sale, John seconded. No discussion. All approved.

Grant Program - Natalie-Pascale received a revised proposal from the Edmonds Museum requesting \$4k for the plaza rebuild – specifically allocated toward the map of local locations and landmarks. A decision is necessary by August 1st. More information is needed as to the inclusion of an Ed! logo and website and specific details for a final decision can be made.

The committee recommended approving the request contingent upon receiving additional information regarding benefits, budget and timeline.

Marketing/Social Media Sub Committee - The marketing committee has created a social media subcommittee to brainstorm and manage the social media posts and activity. Working on creating an Ed! hashtag that can be used across social platforms.

Umbrella Update - The original order of umbrellas came in \$168.38 over the voted budget as sales tax had not been included in the original budget. Pam made a motion to approve the additional cost. Natalie Pascale seconded. All approved.

Crosswalk Flags Update Julianna and Clayton report that there are existing flags available at the city that can be used for the project. Some mock ups of the proposed flag posts/buckets were shared and the feedback was recommended that some additional, more artistic options be explored. The list of crossing flag locations still to be finalized. Looking at moving the project into the 2016 budget.

City Update – Patrick Doherty - The city will be including a decision package for a public restroom into the 2016 budget. Inquiry as to whether or not Ed! is interested in financial participation. Discussion included questions regarding what other community organizations had been approached for financial support, overall costs, whether a restroom serves the overall membership, consideration of a facility fee for large group events and the affects to the 2016 budget. After discussion the board agreed to offer a submission of support for the project. No specific budget amount will be included, and support is based on the City securing financial commitments from additional Edmonds' organizations. The following motion was made by Kimberly: Ed! supports the planned development for a public restroom in downtown Edmonds along with other community involvement including financial support towards capital costs. Natalie-Pascale seconded. All approved.

Additional New Business - Sign permitting review meeting as it pertains to A boards and sidewalk signage on August 3rd at 6PM. Local businesses encouraged to attend.

Meeting adjourned at 9:46AM