



**Edmonds
Downtown**
ALLIANCE

**January 12, 2017
8:00 AM - 9:30 AM
Edmonds Center for the Arts**

Meeting Minutes

Attendees: Robert Boehlke, Apple Catha, Cindi Cruz, Kimberly Koenig, John Rankin, Petra Rousu, Jacob Comstock, Clayton Moss, Kiersten Christensen

Absent: Cadence Clyborne

Called to order- 8:08am

President's report: Preliminary recap of 2016, will have more to discuss at next meeting.

Approval of minutes: 12-8-2016 Minutes for approval: John Moves, Kimberly seconds, approved unanimously.

Treasurer's report: Not able to report anything, city still finalizing payment of 2016 bills

New business: No new businesses. Robert brought up that the Bank of America property has sold.

City update: Changing bylaws has been put on back burner. Conference for Revitalize Washington has chosen Ellensburg as host city.

Administrator position, Currently set up as hourly position, suggestion to set up per-month amount instead of hourly amount, based on about 10 hours a week at \$20/hour. Will not use craigslist for search, job description will be modeled after city. Need to get administrator soon because of learning curve. Will publicly advertise and interview process will be handled through committee. Deadline is ideally end of month, committee is aiming for within next two weeks

Committee updates:

Business engagement and Outreach Jacob moves to approve a budget of \$100 for printing of member outreach packet. Clayton seconds, All approved.

Holiday/ marketing: Total of \$13,850 was spent, \$600 under budget. Very good results; better than industry click through rate on digital advertising, trolley was full (anecdotally) most days even including days with inclement weather. John likes the lights in Kingston, suggested that we

do something similar in Edmonds. Several businesses interested in being trolley sponsors for next year.

Umbrella Update: Petra has re-filled all umbrella stands from existing shipment of umbrellas. Updated excel spreadsheet, Pam has ordered 600 more umbrellas. Preliminary cost for new stands, based on new design, is about \$100 each. Petra wants to continue distributing umbrellas. Kiersten suggested expanding distribution of stands, needs one by her business.

Workplan packet: Robert proposed a few changes to some committees to better reflect workplan, asked which committees board members would like to work . New committees members for 2017:

Administration:	Kimberly,
Communication and Outreach:	Cadence, Kiersten, John, Apple
Marketing & Advertising	Kimberly, Kiersten, Jacob, Petra,
Professional Resources:	Apple, Jacob
Appearance and Environment:	Cadence, John, Clayton, Petra
Grant program:	Clayton

New business: Apple wants to produce table covers with our logo to use for events. Also, wants to follow up on readiness meeting to make sure that businesses are well prepared for any type of emergency. Proposed adding business enrichment meetings quarterly as well as seminars for business resources, either in B2B or B2C, concentrating on helping businesses be more successful overall. Proposed marketing revamp, for all business types to:

1. Attract more businesses to Ed!
2. Improve the effectiveness of each business individually in attracting customers/clients.

Idea of internship was brought up by Apple, could help student with a life skill and to also help Ed!.

Kiersten makes motion to approve \$1300 to pay unpaid balance owed to turnstyle. Kimberly seconds, All approve.

Meeting adjourned at 9:13am