



February 8, 2018
8:00 AM - 9:30 AM
Edmonds Center for the Arts

Meeting Minutes

Attendees: Kiersten Christensen, Patrick Doherty, Apple Catha, Matthew McColluch, Mary Kay Sneeringer, John Rankin, Carrie Hulbert, Petra Rousu, Mark VonGunten, Kimberly Koenig

Guests/Public Comment:

- Mayor Dave Earling - City of Edmonds
- Ray Ault - Advanced Hearing Systems

Call to Order: 8:02am

Public Comment:

- Pam: Parking committee with City in midst putting together recommendations will bring to mayor
- Committee looking to extend tick mark program along 5th and Main
- Police Department plans to beef up parking enforcement - have another quarter time person. Also putting together proposal to upgrade the technology for Dept.

Mayor's Comments:

- State of the City - Feb. 22nd
- Chance talk community about what accomplished last year(s)
- A lot of improvement throughout business district
- Working to figure out how to change demographics
- Distinguished senior community - about 21% of population is 65-or older
- Continue look for ways to improve city communication - new tool helps boil all information down - see where tax money being spent
- 3rd largest city in Snohomish County
- BID has become very important for community
 - Two suggestions - tell your story more, get the word out more - not enough people really understand how/why things happen - dueling

groups doing good things – Along with telling story work with DEMA and Chamber as best you can – more power more groups involved

President's Report:

- Spent last few weeks meeting with various groups, including Greg from Chamber
- Talked a lot about what Ed's! Mission – a lot of our benefits are indirect – our membership very broad
- Want to continue to look for ways to support partners at both the Chamber and DEMA
- The ASK: Think about benefits both direct and indirect of Ed!
- Think of ways to share our mission for entire business community

Approval of minutes for 1/25: Kiersten makes motion to approve the minutes. Mary Kay seconds. Discussion – amount under Administration Committee G-Suite should read \$275. Kimberly makes motion to approve. Kiersten seconds. All in favor. None opposed.

New Businesses:

- Create Next Steps
- Ameriprise Financial
- Steven Schrock
- Teel & Associates
- Gary Berg Sculpture

City Update: Patrick

- KeyPort Seafood coming to Edmonds –Choose Edmonds for community
- Mention 2017 revenue being under expectation – only about \$3500 lower than thought, not \$14,000 as originally mentioned. Recommend middle of year reconciliation see how first two quarters went
- Edmonds Waterfront Connector – process in place to design actual structure – Opportunity for public comments soon
- Grandstands down at Civic Field – still working on money make park happen
- Diversity Commission – Friday deliver bundle of books to Westgate Elementary – based on diversity and inclusion – all schools will get books
- Feb. 28th – having first ever Edmonds Tech meetup – get people together – start engage folks in tech community – could help attract more businesses of that nature
- Arts and cultural impact study delivered to city
- First Enviro Stars awarded – Walnut Street Coffee and Refinery Salon recipients

Committee Updates:

Marketing:

- Moving forward with story marketing - first two stories completed
- Website updates scheduled go live on Feb. 12th
- Talked with MyEdmonds News - starting new content page
 - Ed! willing share content already produced
- Live Local campaign - what living in Edmonds means - not just from a retail standpoint Having icon created can be shared with any business wants to use in marketing
- Kimberly makes a motion to approve \$575 for a decal and design for Live Local marketing. Apple seconds. Discussion: Is decal window decal? Yes, money is for the design, not for actual print. Money approved is part of the overall marketing budget. Utilizing Kyle - same person did all Ed! Branding. Marketing icon will be digital file. All in favor. None opposed.
- Plan to run advertisement in Edmonds Theater - Annual package \$360
- Kimberly makes motion approve \$360 for annual Theater ad. Petra seconds. All in favor. None opposed.
- Doing content stories, live on website - drive folks to story on website - \$1500 a month in digital support - target demographics each story - \$1,000 in social and \$500 in display ads - served ad in content relevant to story - \$15,000 a year - under our work plan allocated and approved
- Kimberly makes motion approve \$15,000 for digital ads. Kiersten seconds. Discussion. All in favor. None opposed.

Appearance and Environment/Parking:

- Carrie met with city for crosswalk project - public works been very willing to try and figure out how to make it work - decided paint not doable long term
- Public Works seeing if can cut torch down product into shapes need for project - if works will redo 5th Ave and Howell - if fixable then look at long term planning and budgeting
- Signs for parking lot installed at Washington Bank parking lot - Now waiting to see how received - will move forward identify future lots
- Honors students continue restocking umbrella stands

Communication and Outreach:

- First article part of Live Local campaign ready be published
- Early stages planning annual member meeting -April 25th, ECA
- Same week as Revitalize Washington Conference - allocated \$600 for representation at conference
- Boundary expansion continues - last meeting talked about putting together packet - start to create - work with marketing on this project
- Planning to have happy hour 190 Sunset

Professional Business Resources

- Jacob working with Greg coordinating events put on with Chamber

Grant Program:

- Continue work on edits to update requirements for applications

Next meeting Feb. 22, will meet at 7:30, most likely at city hall

Like to spend time on Ed! mission/elevator speech - get it dialed

Adjourned: 9:24am