



**Edmonds  
Downtown**  
ALLIANCE

**May 24, 2018**

**8:00 AM - 9:30 AM**

**Lobby, Edmonds Center for the Arts**

Meeting called to order at 8:03 am

Board Members/Administration in attendance: Kiersten Christensen, Carrie Hulbert, Matt McCulloch, Clayton Moss, Petra Rousu, Jenny Shore, Mary Kay Sneeringer, James Spangler, Mark VonGunten

City of Edmonds representatives in attendance: none

Ed! Members/Guests: Joy Rai (Zinc), Joel Patience, Edmonds Resident

**Public Comment:** Joel Patience will send an e-mail to the Ed! Board outlining his ideas to wrap buses using downtown Edmonds murals, and then will follow up with a full presentation.

**President's Report:**

- Approval of previous meeting minutes from May 10, 2018: Mark moved to approve the meeting minutes; Petra seconded. All in favor, none opposed.
- Kiersten will send out a recap of committee assignments; committees are to determine who will chair each committee. Question: can non-board members be committee chairs?

**New Businesses added to the BID:** Gravity Bar, Little Bipsy (was Belly & Co.), Reece Homes

**Fund Update:** Petra reports that there is \$24K left in the (advertising) fund and requested the Board approve \$4K for purchasing more umbrellas, as this item is in the budget. Kiersten so motioned, Matt seconded. All in favor, none opposed.

**City Update:** Kiersten reported on behalf of the City that there was a meeting with the owners of Puget Sound Express, the whale-watching tour boats, and that Ed! is producing a new menu book for the new boat that will include some updates from the previous book.

**Committee Updates:**

- **Marketing:** Matt requested that \$2,500 be approved to move forward with implementing the “Love, Edmonds” campaign. These funds will come from unused funds for a radio campaign. James seconded. All approved, none opposed.
- **Appearance & Environment (Parking):** Crosswalk program: Pam Stuller spoke with the City about new crosswalks, but the City cannot do the same process as last time. James will be working on stencils for the rain stenciling. Pedestrian safety at 4<sup>th</sup> and Main is an ongoing concern. Perhaps flashing lights? This item may be included in the 2019 work plan.
- **Communication and Outreach:** Per Matt \$400 is needed for the binders for the boat tour menus, but it will come from funds not used at the Annual Meeting.
- **Professional Business Resources:** Mary Kay motioned to give \$500 to the City to co-sponsor a business seminar. Kiersten seconded. All approved, none opposed.
- **Grant Program:** James motioned to approve a \$1,000 grant to the “Where’s Waldo” program. Petra seconded. All approved, none opposed.
- **Administration:** No update.

Meeting adjourned at 9:10 a.m. Next Board meeting June 14th at 8:00 a.m. at the ECA.