



**July 12, 2018**

**8:02 AM - 8:35 AM**

**Lobby, Edmonds Center for the Arts**

Meeting called to order at 8:02 am

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

City of Edmonds representatives in attendance: Cindi Cruz

Ed! Members/Guests: Joy Rai (Zinc), Greg Urban (Edmonds Chamber of Commerce)

**Public Comment:** None

**President's Report:**

1. Approval of previous meeting minutes from June 28, 2018: Mark moved to approve the meeting minutes; Petra seconded. All in favor, none opposed.
2. Next meeting August 9<sup>th</sup>.
3. The BID received a thank-you from the Chamber for our participation in the 4<sup>th</sup> of July fireworks.

**Treasurer's Report:** 63% of annual assessments have been received even though we are just past the mid-point of the year. All expenses are in line; Appearance/Environment has the most budget remaining, although this will be spent on parking signage for the banks coming on board for after-hours parking.

**New Businesses added to the BID:** Mar.Ket on Main Street opened, plus Salon Essentials on 3<sup>rd</sup> Avenue N. has a new owner (this business is not in the BID).

**City Update:**

- The 4<sup>th</sup> of July festivities went very well.

## **Committee Updates:**

1. **Marketing:** The "Love, Edmonds" logo is finalized and window clings are being produced. Mid-July is the expected completion time frame. Kiersten moved to move \$600 in funds from the radio campaign (which will not be used) to the social advertising campaign for "Love, Edmonds." Mark seconded, all approved, none opposed. On July 9<sup>th</sup> the first segment of the Summer in Edmonds articles began on line.
2. **Appearance & Environment:**
  - Washington Federal approved the signage for after-hours parking in its lot. Chase bank also signed off on the concept of using its lot for after-hours parking and the site plan for signage is in process. It was discussed that remaining funds in this budget be used for crosswalks rather than approach another bank for after-hours parking.
3. **Communication and Outreach:**
  - The committee met on July 11<sup>th</sup> and determined that the best way forward with the Salish BID expansion would be to have petitions and dues amounts ready and then go out and talk to the business owners.
  - The first invoices are going out to businesses which opened last year, and committee members will reach out to those businesses prior to billing. A list will be provided of businesses—if anyone has a personal connection it would be great if you could let the committee members know.
  - Ideas are needed to increase attendance at the annual meeting. Parking is a big idea and would be a good draw.
  - My Edmonds News will start having articles from Ed!.
  - \$6,000 remains in the budget but most of this will be used for Holiday promotions.
4. **Professional Business Resources:** The next seminar will be on July 25<sup>th</sup> from 7-8 p.m. and will focus on human resources.
5. **Grant Program:** no update
6. **Administration:** no update

**New Business:** Apple brought up the intersection of 4<sup>th</sup> Avenue and Main Street and how difficult it is to cross at that intersection. Could a four-way stop be installed there? Cindi will check with the City. Also discussed was how people cut across SR104 from the ferry waiting

lines to get to Top Pot Donuts and other businesses at Salish Crossing. It is very dangerous, given that cars are exiting from the ferry and it is a blind corner. Installing a cross walk there would involve getting the State's approval as it is a state highway and that would be unlikely, but further discussion will take place.

Meeting adjourned at 8:35 a.m. Next Board meeting August 9th at 8:00 a.m. at the ECA.