



**Edmonds  
Downtown**  
ALLIANCE

**August 9, 2018**

**8:01 AM - 8:55 AM**

**Lobby, Edmonds Center for the Arts**

Meeting called to order at 8:01 am

Board Members/Administration in attendance: Apple Catha, Kiersten Christensen, Matt McCulloch,

Clayton Moss, Petra Rousu, Jenny Shore, Mary Kay Sneeringer, James Spangler

City of Edmonds representatives in attendance: Patrick Doherty

Ed! Members/Guests: Kimberly Koenig (Rogue), Judy Salinas (Glazed & Amazed), Megan Greene (Real Estate Agent), Cheryl Farris (Certa Law Group)

**Public Comment:** None

**President's Report:**

1. Approval of previous meeting minutes from July 12th, 2018: Clayton moved to approve the meeting minutes with spelling corrections; Petra seconded. All in favor, none opposed.
2. Next meeting September 13<sup>th</sup>, 2018 at 8:00 a.m.

**Treasurer's Report:** None

**New Businesses added to the BID:** FS Financial Strategies. Bodyworks Pilates

**City Update:**

- The proposed changes to the "Welcome to Edmonds" sign on 5<sup>th</sup> Avenue South have been tabled for the time being.
- Front Door Back will be in town September 26<sup>th</sup> and 27<sup>th</sup>. Anyone interested in a one-on-one meeting with the company should contact Patrick.
- Patrick requests that businesses write a letter of support for the Creative District.
- The Diversity Committee of the City of Edmonds and the Diversity Coalition for the County will be working with business owners next year to promote a more welcoming environment.

**Committee Updates:**

3. **Marketing:** The "Love, Edmonds" campaign is going out on social media.
4. **Appearance & Environment:** After-hours parking signs are going up at Washington Federal today; US Bank at 4<sup>th</sup> and Dayton is next for signage.
5. **Communication and Outreach:** The BID is sponsoring the STEM area in the Kids' Zone at Taste Edmonds. A motion was made by Matt to approve an additional \$500 for this sponsorship and Apple seconded. All approved. Our logo will be at Taste Edmonds, and there will be lots of stickers to hand out. Apple reported that both the expansion of the BID on 5<sup>th</sup> Avenue South and at Salish Crossing would be within the expansion guidelines, as it does not exceed 10% of the current BID. Petitions are needed before talking to businesses in the proposed areas. Also Matt and others will start talking to businesses who's one year anniversary is coming up to make sure they understand the BID billing.
6. **Professional Business Resources:** The Human Resources seminar went very well and about nine people attended. The next seminar is on August 22<sup>nd</sup> and will focus on business insurance.
7. **Grant Program:** no update
8. **Administration:** The administration committee met and discussed names of members who might be interested in serving on committees or perhaps on the board. The list includes Chris May from the Edmonds Theater and Katy Araujo who has a counseling business.

### **New Business:**

Meeting adjourned at 8:55 a.m. Next Board meeting September 13th at 8:00 a.m. at the ECA.