



September 13, 2018  
8:02 AM – 9:16 AM  
Edmonds Center for the Arts

Meeting called to order at 8:02 am

Board Members/Administration in attendance: Apple Catha, Kiersten Christensen, Carrie Hulbert, Petra Rousu, Jenny Shore, Mary Kay Sneeringer, James Spangler

City of Edmonds representatives in attendance: Patrick Doherty

Ed! Members/Guests: Pam Stuller (Walnut Street Coffee), Dave Buelow (Edmonds Historical Museum), Steve Lyon (Harbor Inn)

**Public Comment:** Dave Buelow of the Edmonds Historical Museum gave a presentation on the upcoming 6<sup>th</sup> Annual Edmonds Scarecrow Contest which is sponsored by the museum. He urged everyone to construct a scarecrow for the contest and to promote the event on social media. Entries can be made through October 16<sup>th</sup>. Steve Lyon of Harbor Inn asked if they could get an umbrella stand and be included in the umbrella distributions as they collect a lot of Ed's umbrellas throughout the year and send their guests to the downtown area.

**President's Report:**

1. Approval of previous meeting minutes from August 9th, 2018: Mary Kay moved to approve the meeting minutes; Kiersten seconded. All in favor, none opposed.
2. Next meeting September 27<sup>th</sup>, 2018 at 8:00 a.m.
3. Kiersten gave an update on new people who want to get involved with the Ed! board, and reported that Cheryl Farris from the Certa Law Group is interested in the Marketing Committee or the Professional Business Resources Committee. Apple commented that a 3-year commitment to the board might be too long and a two-year term for board members might be better. The idea was discussed but no action was taken.
4. Kiersten requested that committees turn in their first round of budget requests for 2019 at the September 27<sup>th</sup> meeting.

**Treasurer's Report:** None

**New Businesses added to the BID:** None

**City Update:**

- 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.

- The Diversity Committee will be beginning their new film series in October, as well as working on a new “Third Place” project.
- The Edmonds Street Waterfront Connector project will be discussed at a public hearing on September 17<sup>th</sup>.
- The City is increasing their budget for holiday promotions.
- The Tourism Committee continues to meet.
- The City is also working on a page for the next Washington State Tourism Guide.
- There will be a new video promotion of the City beginning next week.

#### **Committee Updates:**

##### **5. Marketing:**

- The total holiday budget will be \$19,000, Ed!’s portion will be \$13,000
  - i \$6,000 will be donated by trolley sponsors: Comstock, Walnut St. Coffee, Housewares, Rick Steves Europe
  - ii \$5,000 of this is already approved in the marketing budget for other projects and unspent; it is proposed that these funds be used for digital ads in partnership with the City.
  - iii \$2,000 proposed to be approved for budgeted updates to the holiday website.
  - iv \$6,000 proposed to be approved for budgeted holiday events from Communication and Outreach funds.
- Apple moved to approve \$6,000 from the Communication and Outreach for holiday events and Mary Kay seconded. All approved, none opposed.
- Kiersten moved to transfer \$5,000 from marketing funds to the holiday fund. Apple seconded; all approved, none opposed.
- Kiersten moved that \$2,000 be approved for website design and updates. Apple seconded; all approved, none opposed.

- 6. Appearance & Environment:** After-hours parking signs are now up in the Washington Federal parking lot. \$3,100 is needed for signage at the two US Bank parking lots. James moved to approve this expenditure and Kiersten seconded. All in favor, none opposed. There is still \$2,500 left in the budget for Appearance and Environment for 2018. A discussion was held whether to use the funds for a banner to promote holiday events but no banner spots are available at this time.
- 7. Communication and Outreach:** Outreach is continuing to those businesses who are receiving their first BID billing. The Committee has decided to split the proposed BID expansion between Salish Crossing and 5<sup>th</sup> Avenue South. They will concentrate on Salish Crossing this year and 5<sup>th</sup> Avenue South next year. This will insure that businesses in each area will determine whether or not they want to join the BID.

8. **Professional Business Resources:** The August 22<sup>nd</sup> workshop was cancelled due to lack of participants and has not been rescheduled.
9. **Grant Program:** no update
10. **Administration:** \$385 is needed to cover website hosting and annual post office box fees.  
Kiersten moved to approve these funds, Mary Kay seconded. All approved, none opposed.

**New Business:** None.

Meeting adjourned at 9:16 a.m. Next Board meeting September 27th at 8:00 a.m. at the ECA.