June 13, 2019
Meeting called to order at 8:04am

Board Members/Administration in attendance: Matt McCulloch, Apple Catha, Carol Sheldon, Mark VonGunten, Pam Stuller, Cheryl Farrish, and Carrie Hulbert

City of Edmonds representatives in attendance: Patrick Doherty and Cindi Cruz

Ed! Members/Guests: MaryKay Sneeringer, Edmonds Bookshop

Public Comment: None

Approval of previous meeting’s minutes: Pam moved to approve the meeting minutes of May 9, 2019. Apple seconded. All approved, none opposed.

President’s Report: Met with Diversity Commission, “All are welcome” window sticker grant request will be coming for help with funding.

Treasurer’s Report: None

New Businesses added to the BID: None

Other Business

City Update:

- “I am Edmonds” This is my story. Looking for more stories to be published on the Facebook page.
- New Train horns at crossings, multiple horns are being blown, a few issues remain and are being looked at.
- Holiday Trolley, Patrick interacted with Emerald City about renting for summer for 6 or 8 weekends, mid-July through August. No clear answer yet. Going to add winter weekends into next message to try to encourage them to commit.
- Cindy met with DEMA to get permission for Ed! to sell Edmonds posters.
- Applications are coming in for Holiday Market
- Graphite Art construction project has permits but has not begun yet.
- The new WA State license request and renewal forms are now being used.

Committee Updates:
• **Marketing:** We are hoping for trolley for December. Carrie told of the need for $600 to do Website Updates. Pam moved that we spend the $600 for Website Updates, Apple seconded. All approved, none opposed. Carrie showed new Digital Marketing Updates slideshow. There have been 730,000 digital updates so far in 2019.

• **Appearance & Environment:** Pam shared about city approaching us to help pay for a new artistic crosswalk at 2nd and Main. They would like to do a similar boat and wave design to the one on 5th Avenue. The cost will be $1,300 for the boat portion, the rest will be able to be taken care of by the city. Pam motioned to approve $1,300 for crosswalk art, $700 of unused Communication and Outreach Budget will be used along with remaining Appearance and Environment funds. Mark seconded. All approved, none opposed. The Bank of America parking signs have been designed, thank you, Mark! The cost for the signage will be $3,000. Pam moved that we approve $3,000 for the after-hours signage in the Bank of America parking lot. Mark seconded. All approved, none opposed. Pam mentioned that a fence wrap for the SE corner of 2nd and Main empty lot had been discussed, we do not have funding.

• **Communication and Outreach:** Discussion about mailing or emailing the semi-annual update. Mailing would cost approximately $500. Matt will be doing My Edmonds News and Beacon updates for Ed!, this might take the place of a mailing. Pam suggested we might make better use of our money by hiring someone to go out and meet/talk to members. Patrick suggested a 1-page Ed! add to place in windows around town. This will be discussed further at next committee meeting.

• **Grant Program:** Mary Kay presented a $1,000 “Where’s Waldo” grant request. Pam made a motion that we approve a $1,000 grant to “Where’s Waldo”. Apple seconded. All approved, none opposed. The Diversity Commission would like to produce a window decal saying, “All are Welcome” to be placed in windows in all of Edmonds. The cost would be $1,800. We would not need to grant the full amount. A discussion was held, we agreed that we suggest adding the “All are Welcome” to our “Love Edmonds” window cling campaign. Pam and Apple will follow up with the Diversity Commission.

• **Administration:** Email addresses will not need to be changed.

**Time Meeting Adjourned:** 9:38am. Next Board meeting July 11, 2019 at the ECA.