



December 12, 2019  
8:04 AM – 9:05 AM  
Edmonds Center for the Arts

Meeting called to order at 8:04 AM

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:** Cindy Cruz and Patrick Doherty.

**Ed! Members/ Guests:** Erica Sugg, (Edmonds Chamber of Commerce) and Lisa Gray, (City of Edmonds Business License Clerk).

**Public Comment:** Erica Sugg, of the Chamber of Commerce, told that the Tree Lighting Ceremony was a great success. The Chamber Foundation has a Wish Fund (When Inconvenient Stuff Happens) which is available to help businesses in times of need. SBDC consulting appointments are available for small businesses. Chamber will be holding workshops in 2020, they are looking for partnership and ideas for new workshops.

**Approval of Previous Meeting's Minutes:** Pam proposed a change in the wording in last month's minutes regarding the funding of the Wayfaring Signage and the Trolley to state that it is being included in the City of Edmonds Budget. Pam moved to approve the meeting minutes of November 14, 2019 as amended. Cheryl seconded. All approved, none opposed.

**President's Report:** Ed! Budget has been approved by the City Council. Matt appreciated that he received a good reception by the City Council when he attended last month. Ed! received a Proclamation by Mayor Dave Earling for Small Business Saturday.

**Treasurer's Report:** no report

**New Businesses added to the BID:** Feedme Hospitality Group, Santa Fe Mexican Grill and Cantina, Stephanie Hunter-Dines, Tesla Drones, Peartree Consignment, Creative Native P.S., Pelindaba Lavender, Modus Health LLC, Crow, and Chelsey at Bellissimo Beauty.

**Other Business:** Pam mentioned that Alicia Crank is putting together the 2<sup>nd</sup> annual Women's Day in Edmonds. Discussion about how Ed! could participate.

**City Update:**

- The entire proposed Edmonds City budget has been approved by the City Council.
  - The Trolley (a total of \$75,000, \$55,000 from general fund and \$20,000 from lodging tax fund) and the Wayfaring Signage was included in the City budget.
  - \$100,000 was approved for 4<sup>th</sup> Avenue Cultural Corridor improvements.
- A Delinquent Fee Amendment to tie the renewal of Business Licenses to Delinquent Fees will be presented to the City Council in the new year.
- Cindy Cruz is the City Employee of the year!

- Caroling event last Thursday was well attended, not much competition, but lots of fun.
- Holiday Market will have 60 vendors this week, the largest number yet. There have been a few complaints from merchants and many compliments.
- Creative District will meet tonight at 6:00 PM. They will be working on branding and a logo. Also, identifying categories for their directory and “Friends of Creative District” identification.
- Mayors Reception tonight at the ECA for outgoing mayor, Dave Earling.

#### **Committee Updates:**

- **Marketing:** Carrie shared the Seattle Times Report on Edmonds Holiday Advertising, it is getting lots of attention. The Trolley is running all Saturdays in December. Contracts for Copywriter (\$6,600) and Photography (\$7,200) were presented. Pam moved to approve the contracts as presented; Mark seconded the motion. All approved, none opposed.
- **Appearance and Environment:** Pam met with Phil Williams, Director of Public Works for the City of Edmonds, and his crew to discuss new locations for the Creative Crosswalks. They propose to run them up Dayton Street on the East and West side of the intersections from 2<sup>nd</sup> to 7<sup>th</sup> Avenues. They will seek grant funding from other organizations.
- **Communication and Outreach:** We will be greeting the new businesses that have recently been added to the BID. Carrie asked if in the future the current style of newsletter should be sent out to just the Ed! members then create a new newsletter for nonmembers that is more consumer focused? This will be addressed in the new year.
- **Grant Program:** no new
- **Administration:** The contract for Ed! Program Manager (\$33,200) was presented for approval. Cheryl motioned to approve the contract as presented. Matt seconded. All approved, none opposed.

**Meeting adjourned: 9:05 AM**