Meeting called to order: 8:02 AM

Board Members/Administration in attendance: Matt McCulloch, Apple Catha, Carol Sheldon, Mark VonGunten, Cheryl Farrish, Jenny Shore, Tracey Strom and Carrie Hulbert.

City of Edmonds representatives in attendance: Cindy Cruz and Patrick Doherty.

Ed! Members/Guests: Erica Sugg, (Edmonds Chamber of Commerce), Lisa Gray, (City of Edmonds Business License Clerk) Mary Kay Sneering, (Edmonds Bookshop), and Kali Kelnero, (Kelnero).

Public Comment: Mary Kay Sneering asked about how the City Council received the Business License proposal. Erica Sugg said that the Edmonds Chamber of Commerce is hoping to hold more educational workshops this year and would like to receive more proposed topics.

Approval of Previous Meeting’s Minutes: Matt proposed to amend the December meeting minutes to reflect that Cheryl, not Matt, had seconded the motion to approve the November meeting minutes. Jenny moved to approve the meeting minutes of December 12th, 2019 as amended. Apple seconded the motion. All approved, none opposed.

Presidents Report: Committees will be working on setting dates for Committee meetings before the next board meeting. Matt attended the last DEMA meeting where they were discussing Wayfinding signage. DEMA is looking for a President. Matt will be working on an “Year in Review” column for the Beacon and My Edmonds News.

Treasurer’s Report: no report

New Businesses added to the BID: none to report

Other Business: Lacey Gray, of the City of Edmonds Business License Clerk Department, will be working on updating the list of businesses in the BID.

City Update:

- With the new year there is a new City Council
  - Adriene Fraley-Monillas is the new President
  - Susan Paine is the Pro tem
- The Council will interview all 12 candidates for the open Council position.
- A proposal was presented to the City Council the last meeting of December to tie BID fees to Business License renewal. This was not supported by the Council.
- Diversity Commission has developed window clings that can be placed in the window of your house, car and/or business. They say, “Edmonds All Are Welcome”
- The Diversity Film Season will start back up later this month.
- Creative District meeting will be this evening. They will be presenting logo proposals.
• Wayfinding signage will be developed now that it has funding.
• Funding for a Trolley was approved. Mike Adams, from the City, is checking the quality of available trolleys.
• 3 part time positions are open at City Hall.

Committee Updates:

• Marketing:
  o Carrie shared the Holiday marketing results. The Trolley was a big hit, approximately 6,000 riders participated. The digital traffic on “Edmonds Holidays” website was up 53% from last year. Most of the digital traffic comes from cell phones.
  o Mark made a motion that we approve the expenditure of $5,500 for the Digital Ad Budget and half of the Website Maintenance Budget of $1,000. Apple seconded the motion. All approved, none opposed.

• Appearance and Environment:
  o Cheryl made a motion to approve the expenditure of $9,450 for the Umbrella Budget. Jenny seconded the motion. All approved, none opposed.

• Communication and Outreach:
  o Matt moved to approve the expenditure of $200 for New Member Packets. Tracey seconded the motion. All approved, none opposed.
  o Apple commented that the Annual Meeting Budget is very small and anyone who has creative ideas should talk with her.

• Administration:
  o Matt moved that we approve the expenditure of $300 for Office Supplies and $625 for Operating Expenses (domain etc.). Mark seconded the motion. All approved, none opposed.
  o Carrie reminded us that the new officers will be elected in April.

Meeting adjourned: 9:01 AM