

**Ed! Board Meeting  
December 10, 2020**

**Meeting called to order:** 8:03 AM

**Board Members/Administration in Attendance:** Pam Stuller, Matt McCulloch, Jenny Shore, Kali Kelnero, Mark VonGunten, Cheryl Farrish, Kimberly Koenig, Deandra Peterson, Jen Lawson, Carrie Hulbert.

**City of Edmonds Representative in Attendance:** Patrick Doherty and Megan Luttrell

**Guests:** Sheila Cloney (DEMA & Owner of Anchor Chic Consignment), Mary Kay Sneeringer (Edmonds Bookshop), Kathy Solum (Edmonds Vision Center), Olivia Brown Latham (Sugar Spa), Christine Poirier (Pear Tree Consignment), Rachel Dobbins (Art Walk Edmonds), Kate Guthrie (Glazed & Amazed), Fern Tull (MODA Salon), Juliana R. Van Buskirk (Edward Jones), Rebekah Anjewierden (Rebekah's Boutique)

**Public Comment:** Mary Kay thanked Ed! for coordinating the window decals and selfie stations, making for a festive downtown.

**Approval of Previous Meeting's Minutes:** Matt moved to approve minutes. Kali seconded. All approved, none opposed.

**President's Report:** Pam summarized her City Council presentation, during which she fielded questions about Ed!'s numbers, metrics from the marketing campaign, assessments, and feedback received from members. After discussion, City Council approved Ed!'s budget. Pam also provided updates on how Ed! pivoted plans when the Governor closed indoor dining to move quickly to create Festive Drink Bingo to support the local business community, as well as updates on the holiday marketing plans. She shared that one of the silver linings of Covid-19 is that it brought a broader understanding of how important each business is to downtown Edmonds.

**Treasurer's Report:** Kali provided updates on Revenue & Expenses. With November revenue now reporting, we are now coming in at roughly \$89,000 for projected 2020 revenue. After factoring in expenses and due to aggressive budget cuts, Ed!'s end of the year balance is projected to be \$16,900, which will leave enough money to hit the ground running in 2021.

**New Businesses Added to BID:** N/A

**City Report:** Patrick provided a City report. The City continues work on a Diversity Toolkit to provide resources to owners, managers, and employees. Participation in this diversity initiative will be voluntary and businesses which want to participate can take a pledge to signal their commitment. Patrick noted that a special City Council meeting would take place tonight (12/10/2020) to deal with budget issues. There is a \$500,000 proposal to provide for funding to hire a social worker and support those in need in the community. An additional round of funding is underway and, once that is done, \$1.3 million will have been distributed to the business community. An additional roughly \$600,000 was given to families and individuals. The City put up two banners yesterday to help set expectations in downtown Edmonds regarding business openings and current Covid-related restrictions. The City is also considering a code amendment to allow for hotels in the waterfront zone. The State announced up to \$100 million in additional grants, with priority going to those businesses which have shouldered the worst impact from the

shutdowns. Next Tuesday (12/15/2020) at 7pm there will be a meeting to discuss the Streeteries ordinance and regulations for outdoor dining options on private property.

**Budget:** See Treasurer's Report.

### **Committee Updates**

- **Communication & Outreach:** Visits had to be put on hold due to Covid-19 restrictions. The committee will circle back on member engagement in 2021, focusing first on meeting new members and then reaching out to existing members.
- **Admin:** The Admin committee met to review contracts and 2021 priorities. Kimberly moved to approve the Project Management contract. Matt seconded. All approved, none opposed.
- **Marketing:** Carrie provided an update on Ed!'s marketing efforts, which have included: website updates, posters, table tents, a banner (designed by Ed! and installed by the City) to let visitors know that businesses are open, digital graphics, Social Media & Parent Map advertisements, the return of Emily the Elf, holiday window decals in 32 businesses, Scavenger Hunts with the help of Anchor Chic, Selfie Stations, and Festive Drink Bingo. Motions were made:
  - Kimberly moved that we approve \$5,500 from the approved 2021 budget to go towards the digital marketing budget. Mark seconded. All approved, none opposed.
  - Kimberly moved to approve (1) \$7,200 for photography services and the accompanying 2021 contract and (2) \$6,600 for copywriting services and the accompanying 2021 contract, as allocated in the approved 2021 budget. Mark seconded. All approved, none opposed.
- **Appearance & Environment:** Need to get final pricing on removing the Bank of America signs and whether we can repurpose these.
- **Grants Program:** No updates.

**New Business:** None.

**Meeting Adjourned:** 8:54 a.m.