

**Ed! Board Meeting
February 11, 2021**

Meeting called to order: 8:04 AM

Board Members/Administration in Attendance: Pam Stuller, Matt McCulloch, Jenny Shore, Kali Kelnero, Cheryl Farrish, Kimberly Koenig, Mark VonGunten, Carol Sheldon, Jen Lawson, Olivia Brown-Latham, Carrie Hulbert.

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

Guests: Liz Morgan (FIELD), Mary Kay Sneeringer (Edmonds Bookshop), Beth Sanger (OMBU Salon + Spa), Rachel Dobbins (Art Walk Edmonds), Lori Kunze (While You're Away, LLC), Justin Reeder (Edmonds Vitamins & Herbs), Greg Urban (Edmonds Chamber of Commerce), Sheila Cloney (Anchor Chic), David Preston (Port of Edmonds)

Public Comment: N/A

Approval of Previous Meeting's Minutes: Kimberly moved to approve the minutes from the 1/14/2021 meeting with the correction that Olivia Brown-Latham is on the Communication & Outreach Committee, not on the Marketing Committee. Matt seconded. All approved, none opposed.

President's Report: Ed!'s monthly newsletter contains two surveys; participation is encouraged. Shubert Ho is putting together a restaurant alliance, meeting the first Tuesday of every month. Ed!'s monthly meeting will include a new agenda item for "Permits & Building Updates." Pam appointed Olivia Brown-Latham to one of the Ed! Board's By Appointment positions, with a term that sunsets in 2022. Kimberly seconded. All approved, none opposed.

Treasurer's Report: Ed! is starting off 2021 with a larger than expected fund balance, up from an expected \$10,000 to roughly \$19,000. The last quarter of 2020's assessments were down, as expected. However, it is a testament to the aggressive budget cuts made last year that we were still able to come out ahead. In 2020, all committees cut budgets. There was a slight increase in Admin costs, mostly due to Zoom. For 2021, we will maintain cuts to the Appearance & Environment budget. The Communication & Outreach and Admin budgets will be roughly the same, but the Marketing budget will have a buffer to allow for a new summer marketing campaign. Ed! has a long-term project to review past revenue trends to be able to better predict revenue going forward.

New Businesses Added to BID: N/A

City Report: Patrick provided a City report. The Edmonds Booster website is up (www.edmondsbizbooster.com) and the long-term goal is to market local products on the site. The Edmonds tourism website has been revamped (www.visitedmonds.com). The goal is not to compete with Ed! but rather to promote businesses in the entire Edmonds area, not just downtown. The Diversity Film Series is starting up – See the City's website for a synopsis of films and topics. Talks have just started about Walkable Main Street for 2021 and the City is looking for input from businesses. The hotel zoning change was passed this week to allow for a hotel in the commercial zone. A new relief package was just passed by the legislature, with some funds being allocated directly to small businesses. The City will put out a press release with more details.

Permits & Building Update: This will be a new agenda item to allow more insight into changes to the downtown core, which will allow for outreach and marketing strategy. These permits are public record, so Kali has worked with the City to get information. The last reports from December 2020 show two permits for the Edmonds Commons, revealing a 2-phase plan. The first permit is related to remodeling the existing building. The second permit is to construct a new building where the current parking lot is located. The project is being run by Mike McMurray. There is also a proposal to use the old Baskin Robbins space to build live-work townhomes. Kahlo's Catina down by the ferry is poised to open very soon.

Committee Updates

- **Communication & Outreach:** Ed! had an inaugural new member coffee a couple of weeks ago. Annual meeting is set for 04/28/2021 and plans are underway to make this a more interactive process with breakout rooms, etc. A budget of \$1,000 is needed for the annual meeting, primarily for printing invitations and ballots, and mailing to 350 members. Bylaws require these ballots to be mailed. Discussions are underway about how to transition ballots to a virtual format to save on some of these costs and encourage more member engagement. Costs have been streamlined as much as possible, by not redesigning the mailer and by not mailing to both physical and mailing addresses.
 - o **MOTION:** Matt moved to approve \$1,000 for spending towards the annual meeting budget. Jen seconded. All approved, none opposed.
- **Admin:** Several Board positions end in 2021, creating openings that need to be filled. This is a self-nominating process for any member interested in serving on the Board. Ed! is working to update its directory.
- **Marketing:** Love Local, Love Edmonds campaign is in full swing. There is a scavenger hunt associated with the cupids. Jen has offered to re-paint any cupids needing touchup. Looking ahead at the 2021 marketing plan:
 - o **Spring:** Thoughts from the Edmonds community (what is your new local, interviewing community members about what they think the future will look like, etc.); Edmonds Localvore Event 04/29-05/02; Meet Your Neighbor event
 - o **Summer:** Summer Stroll maybe with another stencil; 4th of July events; Best places to get a drink/bite; Best things to do locally with your kids; Summer activity ideas (updated) with favorite summer camps; articles on new waterfront center
 - o **Fall:** Back to school ideas
 - o **Other ideas:** Beer 101; Fun facts about shopping local; Time Marches On (walking tour of historical sites); Most popular skin care treatments locally; Computer IT folks (some basics to try/do when having challenges); Real Estate articles; Investment articles; Insurance for homeowners tricks/tips; Edmonds Commons interview; Downtown Edmonds award series (i.e. best customer service, best waffle fries, etc.); Wedding resources (venues, hair/makeup, bridal stores, florists, catering, etc.); Would like to highlight by appointment businesses.
- **Appearance & Environment:** Discussed collecting umbrella stands and putting them back out in the Fall once things are hopefully COVID-safe. Also working to collaborate with downtown businesses on how to best advertise parking, i.e. with a QR Code or

table tent signage. Discussions are underway about how to address parking issues with up to 20 potential Streeteries taking up parking stalls. The City has reached out to BOA about whether they will lease their parking lot for after hours parking. If this can't be accommodated, then Ed! plans to collect and repurpose the signs.

- **Grants Program:** No updates.

New Business: None.

Meeting Adjourned: 9:03 a.m.