

Ed! Board Meeting
April 8, 2021

Meeting called to order 8:01 a.m.

Board Members/Administration in Attendance: Pam Stuller, Matt McCulloch, Jenny Shore, Kali Kelnero, Cheryl Farrish, Carol Sheldon, Jen Lawson, Olivia Brown-Latham, Deandra ___ (Edward Jones).

City of Edmonds Representatives in Attendance: Patrick Doherty, Megan Luttrell

Guests: Blake Fisher (Blake Fisher Architecture), Niles Peacock, Venus Forteza (Maize), Adam Ursula (Brain Injury Law), Beth Sanger (OMBU Salon & Spa), Kathy Solum (Edmonds Vision Center), Liz Morgan (Field), Mousa Safouane (Church Key Pub), Piero (Demitri's), Whitney (Work Horse), Sheila Cloney (Anchor Chic), Mary Kay Sneeringer (Edmonds Bookstore), Vivian Olson (Councilmember and liaison Executive Development Director).

President's Report: Pam thanked outgoing board members (Mark, Carol, Pam and Jenny) for their work. She discussed the Walkable Main Roundtable and said that while Ed! can help facilitate these events and be a conduit to the City, there can be no official opinion issued.

Permits/New Businesses: Kali reported that while there were permits being requested for outdoor space updates, there were no new business permits issued by the City. Matt also reported no new businesses had opened.

City Update: Patrick reported that there were 1332 respondents to the City's Walkable Main Street survey and they had received comments from businesses and from the latest Council meeting as well. They are currently considering all options. The City has an updated website, EdmondsWA.gov. Kelsey Foster is the new communications officer which is a half-time position. There will be a neighborhood Zoom meeting for the north Edmonds neighborhoods with the Mayor coming up, and Vivian Olson will hold a neighborhood meeting on April 21st at the 85 Degree Café in the Ballinger neighborhood. Beginning May 1st the owners of the Bank of America will begin pay-for-parking in their parking lots. The City discussed wanting to continue leasing the 4th avenue lot from them but costs have increased dramatically.

Communication and Outreach: Matt reported that there was no committee meeting held this week but they are finalizing their presentation for the Ed! Annual Meeting to be held on April 28th.

Marketing: Jen reported there are new umbrellas – Loving Summer – listing all of Ed!'s events. Summer Stroll, a scavenger hunt and a drink bingo game are all in the works. Kali made a motion that \$4,500 be approved for the summer campaign for logo design, table tents, window clings and on-line and print advertising. These are funds which were budgeted for these events. Jen seconded the motion and all approved, none opposed.

Appearance and Environment: The Ed! parking signs which are currently in The Bank of America lots need to be removed and prepared for reuse in the future at a cost of \$300. Kali moved that these funds be approved and Matt seconded. All approved, none opposed.

Meeting adjourned at 9:01 a.m.