

Ed! Board Meeting June 10, 2021

Meeting called to order: 8:03

Board Members/Administration in Attendance: Matt McCulloch, Pam Stuller, Cheryl Farrish, Kimberly Koenig, Jen Lawson, Olivia Brown-Latham, Robert Boehlke, Deandra Peterson, and Beth Sanger, Musa Safouane

City of Edmonds Representative in Attendance: Patrick Doherty, Megan Luttrell, and Alicia Moreno.

Guests: Kathy Solum (Edmonds Vision Center), Mary Kay Sneeringer (Edmonds Bookshop), Lori (While You're Away), Shubert Ho (Feedme Hospitality), Kate Guthrie (Glazed and Amazed), Christine Poirier (Pear Tree Consignment), Shelia Cloney (Anchor Chic Consignment), Whitney Popa (Workhorse HQ)

Public Comment: N/A

Approval of Previous Meeting's Minutes: Jen moved to approve the minutes from the May meeting. Kimberly seconded. All approved, none opposed.

President's Report: Cheryl Farrish reported. The board is gearing up for the Lovin' Summer Edmonds campaign. It highlights retail, restaurants, and service businesses. There is also a focus on regaining lost parking spaces. We are making headway with Church of Christ at 6th and Maple to get parking spaces for after hours. We learned recently that there is a 4th of July parade in Edmonds. Three Ed members are interested in participating, Beth, Robert and Deandra. Kali (treasurer) is on maternity leave.

Treasurer's Report: Cheryl reported. We are still in a strong position due to a 2021 beginning balance that was \$9,000 over our projected beginning balance. Assessments year to date are tracking closely with our projections. April's actual assessments were about \$1,000 over the projected assessments for April, but year to date we are still \$300 behind on assessments collected. Shared that we will be reviewing the BID past-due balances later in the meeting. Many businesses on the past-due list are only a quarter behind. These businesses may still be getting their footing after the pandemic and are not part of the overdue focus.

New Businesses Added to BID: Matt reported none.

City Report: Patrick provided the City Report. Walkable Main Street starts on June 19th. The city is leasing parking from Bank of America during Walkable Main. Smaller lot this is a part of the property, on 4th, is not available as it's a monthly parking lot. Drop-off areas and handicapped parking will be available along the perimeter. Signage about additional business west of Walkable Main will be going up. The city has also produced a trifold flyer/brochure. The cover will have the new Lovin' Summer Edmonds logo and all of the downtown events listed plus businesses listed with short description of each. Light music will play on Saturdays at the west end of Walkable Main. Light drop-in activities will be available on Sunday afternoon. The city will be installing Creative District signage. The city received a grant to get the signage done by the end of June to identify the district. The city is hosting a summer evening market in the southern Highway 99 area (calling it Uptown) on July 8, August 12, and September 9. The focus is helping to build community in this area. Food trucks, vendors, and music will be part of the market. The mayor is hosting a Town Hall on Monday July 12 at 6:30 at EWHS outside in the central plaza. The meeting is focusing on hate activities in Edmonds. Mayor will have guest speakers that will be a part of a short address. Most of the meeting is open time for public comment.

The city will be going to City Council regarding the use of American Rescue Act funding. The funding is available to help the Edmonds community and local businesses. The city is proposing to promote businesses out of downtown and as well as businesses throughout the entire city. The city is also wanting to help local households meet their expenses. There is also funding for the improvement of infrastructure; the city is looking to add more rain gardens to filter water before it heads into the marsh.

Lori asked if the city will require the Parklets come down by June 30 if we go into Phase 4.

Patrick replied, no - the restaurants have the space for a year. The virus is not done. The new virulents are stronger. He fears pandemic is not over and it is not time to pull up stakes. Restaurants are still behind in revenues at the mid-point of the year.

The city is working on handicapped parking and map for Walkable Main. Wants to rely more on signage for the various lots than the printed media. Lot next to City Hall is available for parking and half will be ADA.

Permits & Building Update: New permit information has not been received and/or not presented as Kali is on maternity leave.

Committee Updates

- **Communication & Outreach:** Matt delivered report. Presented BID past-due tax report. Six businesses are overdue by more than \$1000. 20% of our membership is considered overdue. During COVID, the BID waived late fees and that may account for some overdue payments. Every business benefits equally. Council is not supportive of suspending business licenses to help collect payment. Some local businesses would like to publicize the list. Kimberly suggested a grace period to give delinquent accounts time to settle before publicizing. Businesses that are one quarter overdue are not considered delinquent. The businesses that are three+ quarters behind are more of the focus. Jen asked Patrick if any of past-due businesses got grants. Patrick confirmed that a few did. BID payments had to be paid-up for the current quarters of grant application and receipt. This time period straddled two quarters. The focus was to keep businesses from going under.

Patrick stated that the Ed! board is not empowered with collection of fees. If a business received a city grant and did not remain current with the fees (over the two quarters), the grant will turn into a loan. Patrick does not believe the City Council will make a controversial decision during the election year. The last time council was asked to require businesses to pay the fees during license renewal, council declined the requirement. Patrick suggests bringing up the topic next year with a new council. The current collections process does not work. It may be worth meeting with the new Finance Director, Dave Turley, to discuss options. Matt stated that prior to the pandemic, we were 3-5% behind in collecting the tax. It is significantly more now. Patrick explained that we need council's involvement in the collection process as the city code is incomplete. After 60 days, the code provides that the delinquent businesses are sent to collections. There is not a process in the code to move further.

Matt suggested getting time in front of candidates.

Several members discussed other ways to get members to pay. One route would be to get local news coverage. Another suggestion was to talk to businesses face to face. And another thought was to further publicize all that Ed does for the local business community (done quarterly in My Edmonds News in the Ed Says column.) Matt said there is no movement on the BID expansion. Pam and Niles Peacock will go around Salish Crossing with the petition soon.

- **Admin:** Cheryl presented. July meeting will be moved to the following week because it is a short workweek and vacations are planned. Instead of July 8th meeting, it will be moved to July 15th. Cheryl will make required public notice.
- **Marketing:** Kimberly presented. For the Lovin' Summer campaign, window clings and stickers have been ordered. Sixty locations will have the window clings. The team is working on a summer scavenger hunt and is partnering with the Historical Museum. The scavenger hunt will have a landing page to include information and the map can be printed at home. A table tent and poster have been designed outlining the events happening over the summer. Interested businesses can display either. A new summer raffle to promote retailers and service business is being designed. Raffle tickets will be given by participating business to shoppers making purchases over \$25. Those tickets will be entered into a drawing for a Lovin' Summer Edmonds hat. Four drawings will take place over the month of July with 5-7 winners each week. The value of the hat is about \$7. Retailers who are interested in selling the hats left comments in chat. The cost of the raffle does not exceed the current marketing budget. August Drink Bingo will be promoted this year and will be like last year's bingo.
Kimberly discussed Ed's involvement with this year's 4th of July parade. Three members, Robert, Beth and Deandra, volunteered to walk (or potentially ride on a car) with Ed umbrellas and hand out Lovin' Summer stickers. Alicia said the city would help bolster the entry by coordinating a classic car to be driven. She also said there is a great need for entries as the decision to hold the parade came late and many groups are not available to participate. Kimberly will add an additional 1,000 stickers to the marketing order at a cost of \$230. The participation fee for the parade is \$35.
- **MOTION:** Kimberly moved to increase the marketing budget \$265 for the use of stickers and participation fee for the 4th of July parade. Deandra seconded. All approved, none opposed.
- **Appearance & Environment:** Cheryl presented. The new church for after-hours parking has approved sign placement. They have also contacted their insurance carrier to ensure coverage of the lot. Coastal Community Bank may be contacted in the future and the lot at 4th and Dayton Street has been contacted to add parking to the after-hours program.
Signage is being designed to promote business past Walkable Main. There is \$25,000 in the city's budget for signage concept. There is hope this budget can also be used for signage execution. Francis Chapin would need to be involved and approve of this.

Grants Program: No updates.

New Business: None.

Meeting Adjourned: 9:14 am