

## **Ed! Board Meeting July 15, 2021**

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

**Board Members/Administration in Attendance:** Matt McCulloch, Cheryl Farrish, Kimberly Koenig, Jen Lawson, Robert Boehlke, Musa Safouane, Deandra Peterson, Beth Sanger, and Carrie Hulbert.

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

**Guests:** Rachel Dobbins (Art Walk Edmonds), Kathy Solum (Edmonds Vision Center), Vivian Olson (Edmonds City Council).

**Approval of Previous Meeting's Minutes:** Kimberly moved to approve the June 10 and June 16, 2021 minutes. Matt seconded. All approved, none opposed.

**President's Report:** Cheryl reported. Board members marched in the 4<sup>th</sup> of July parade. Thanked the A&E committee for the logo on the t-shirts and cling for the van. Handed out 1,000 Edmonds Summer Lovin' stickers. The logo is available for businesses to use to produce merchandise. Contact Carrie for form to get the logo. Summer Lovin' flags have provided a cohesive look to downtown Edmonds. Cheryl has met with community members with concerns regarding Walkable Main Street and Ed!'s neutral stance. She will be attending a City Council meeting to provide an overview of Ed!'s projects. She is also meeting with Dave Turely, city finance director, to discuss accounts in arrears. The mayor's office has also reached out to set up a meeting.

**Treasurer's Report:** Carrie reported as Kali is on maternity leave. Assessments are on track. Currently ahead by \$100. Most of the budget is for holiday promotions, currently on track with spending. Cheryl commented that it was good to see that businesses are catching up with payments. Kimberly requested for payments to be captured online and Cheryl will ask Dave Turely if that is possible.

**New Businesses Added to BID:** Matt reported that no new businesses have been added.

**City Report:** Patrick reported. The city has gone to City Council with a proposal to spend the \$11.9 million that the federal government will be providing via the American Rescue Plan Act over the next two years. The city has received half to date. The city is proposing a portion to be kept for city use, money to go to households facing eviction, money for utility support, housing repair grants (for energy savings,) money to support businesses that have not already received support, dollars to go to tourism, money to non-profits that have not received support, job retraining programs, green projects to treat storm water before it goes into the Puget Sound, and rain gardens. The city has made modifications based on City Council input and will resubmit the budget for approval.

The mayor has requested a meeting with Cheryl as an introduction.

The city is looking at ways to support businesses that are not in downtown. The city produced the market in "uptown" last Thursday. The crowd exceeded expectations and the food vendors

sold out. A couple of musical acts performed. People commented that they did not know this area was considered Edmonds. August 12 and September 9 are the next “uptown” markets. No updates on Walkable Main Street.

Cheryl asked businesses with feedback regarding Walkable Main Street (WMS) to be directed to Vivian.

Vivian said the council candidates at the debate last night were not in favor of WMS. It is currently an administrative program as the mayor is in the position to make changes to right of way. Feedback can go to Vivian at [vivian.olson@edmondswa.gov](mailto:vivian.olson@edmondswa.gov), the City Council at [council@edmondswa.gov](mailto:council@edmondswa.gov) or to the mayor at [michael.nelson@edmondswa.gov](mailto:michael.nelson@edmondswa.gov).

Cheryl said there is confusion about Ed!’s stance on WMS and clarified that Ed! is neutral. Ed! represents a diverse group of business owners. Committees also need to work on their budgets as the Ed! budget is due to City Council on October 31.

**Permits & Building Update:** No new permits have been received.

### Committee Updates

- **Communication & Outreach:** Matt delivered the report. Progress was made with the BID expansion. The petition has been signed by Scratch Distillery, Brigid’s Bottleshop, Niles Peacock and Stranded by the Sea. First Financial Northwest is interested in signing but has not yet. Epulo has not committed either way. Most business owners don’t want to commit the others to pay the assessment. 60% of the assessed value need to sign the petition for the area to join the BID. Kimberly asked about the deadline of June 15 to solidify the area and Matt explained the deadline was rolling. He hopes to have more information next month when Pam returns from vacation. Patrick added to chat: “RCW states that the petition shall be signed by persons who own/operate businesses that would pay at least 50% of the assessments in the proposed area.” The art museum would not count as part of this goal as it is a non-profit. Carrie explained that this area would not be paying assessments until next year and the budget would reflect that. No new businesses have opened in the BID.
- **Admin:** Cheryl presented. Admin is focused on the budget and is looking to committees for feedback.
- **Marketing:** Carrie delivered the report. The summer raffle is underway. Five winners were selected for the first week and will receive a trucker hat with the summer logo. The first scavenger hunt is also underway and the first will has been selected. They will receive a t-shirt with the summer logo. A second scavenger hunt, in the upper half of downtown, will take place in August. Ed! is running digital ads promoting the summer campaign and scavenger hunt. There are a few window clings still available. Summer Drink bingo participation sign-up will get going out soon. If businesses are interested in using the summer logo to produce merchandise, there is a form to fill out. Contact Carrie. Hats and t-shirts are being made with the logo. The Business Spotlight is also available as no one is waiting in the wings. Contact Carrie to be featured. She has been in touch with Jolly Trolley for the holidays. Currently looking to rent the trolley unless the city can purchase one.

Kimberly said the summer raffle box is almost full. Ombu, Crow, Rogue and Walnut Coffee are selling summer logo hats. Rogue and Crow will be selling t-shirts with the

logo. Stickers are still available at Rogue for any businesses wanting to pass them out. Matt remarked that the citizens missed the trolley last year and hopes it returns this holiday season. Patrick stated that the budget with the American Rescue Plan Act funds includes \$75,000 a year to promote tourism. The budget has not been passed by Council. He did not have any updates about a hotel being built in Edmonds though there has been interest.

- **Appearance & Environment:** Cheryl presented. The parking lot at McDevitt and Duffy is not available for after-hours parking as they have a new tenant that uses the lot at those times. The committee is looking for a contact at Coastal Community Bank and Jeff King's name was provided as a contact. The church is concerned about liability with after-hours parking and is contacting their insurance provider. The after-hours signs at Sound Credit Union have been taken down and Robert has talked to the new manager. She was unaware of the program and is open to learning more about it. Last year, umbrellas were not purchased and will need to be this year. The expense is roughly \$9,000. Committee wants to maintain the same quality. Kimberly asked if umbrella sponsorship has been considered to offset costs. Cheryl will investigate an avenue to receive the funds. She was also appreciative of the efforts to erect the summer flags throughout downtown.

**Grants Program:** No requests have been received.

**New Business:** Patrick shared the new brochure that includes the businesses on Main Street and adjacent downtown. 4800 were originally printed and passed out along WMS and is inquiring if more should be printed. The brochures include events, business listing, descriptions, QR code and a map. Alicia requested Summer Lovin cards and table tent for the log cabin.

**Meeting Adjourned:** 8:45