

Ed! Board Meeting Date Sept 9, 2021

Meeting called to order: 8:02 am

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

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

Guests: Rachel Dobbins (Art Walk Edmonds), David Preston (Port of Edmonds), Sheila Cloney (Anchor Chic), Christine Poirier (Pear Tree Consignment), Whitney Popa (Workhorse HQ), Holly Buchanan (Christian Reading Room),

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

President's Report: Cheryl presented. She thought the Lovin' Summer Edmonds marketing campaign was cohesive from both a residential point of view and as a business member. Thanked Kimberly for filling in last month. She had met with Dave Turley, city finance director a few months ago and learned the city is planning on charging Ed administrative costs from managing the BID account. Working with city to get an estimate of these costs. Hoping to hold off assuming those costs until 2023. City is making concessions to other organizations (like rent reductions to the Chamber of Commerce.) She plans to contact other BIDs in Washington to see how their cities are managing these fees. This is a unique charge that Edmonds is proposing.

Carrie will be emailing City Council members with the Lovin' Summer recap with an offer to meet in person. She also suggested that board members cover/attend a council meeting once during their term (meetings are currently via zoom.) An Edmonds chamber member is requesting a Wednesday morning presentation to fully understand the differences between Ed and the Chamber.

Treasurer's Report: Carrie presented. Don't have August numbers. In July, the BID was \$3000 below projection for assessment payments.

New Businesses Added to BID: None added.

City Report: Patrick presented. Walkable Main Street has ended. City council approved the streeteries through the end of the year. No current movement to extend them. Restaurant owners would need to go to council.

ARPA funds are being distributed via six accounts. Business grant applications are due by September 13, 2021 with tight criteria. The criteria may need to be adjusted to fully utilize those funds.

The city has contracted with Edmonds Community College to help provide funds for students who are going back for continuing education.

Utility bill assistance is available as well as a home repair program. Communities of Color Coalition and Washington Kids in Transition will be working with the city to help vulnerable households.

Tourism account is funded to promote business districts and tourism throughout Edmonds. Trolley purchase was put on hold, however the ARPA tourism account would allow

for this purchase. Still working on finding a trolley that doesn't require too many repairs. Should be able to rent one with tourism money if unable to purchase one. Jolly Trolley may be available to lease even though they are up for sale.

Final Uptown market is this evening, 4-8 pm behind Safeway. Steel band and mariachi band will be playing as well as food and produce vendors. Hope to do more frequently next year.

Cheryl asked about trolley funding as the BID has not asked for businesses to sponsor it as in years past. She asked how to make a formal request for the \$6,000 needed for the trolley.

Patrick said an email to him would be sufficient. Cheryl also asked what is being done to offset downtown business promotional expenses. The BID is funded by money generated from the member businesses. ARPA is funding other Edmonds's business districts, except for downtown, with no member contributions. Patrick said that Edmonds's businesses, in general, will receive support/promotion. And downtown businesses are the primary recipient of general advertising budget and tourism focus.

Blake asked Patrick for the formal process to request the use of flagpole holes in the sidewalk. Would like to put the money into sturdier poles. Patrick is not certain of the process. Right of way may be the Streets Division. Megan and Patrick will follow up with the city. The flags may be a trip hazard if the flags are there permanently.

Musa asked Patrick about the way finding signage that was funded by council in 2020. Patrick explained the budgeting process: the mayor gathers info from city departments and public. The mayor will be presenting the budget on 9/27/2021 to council. Patrick is not certain if signage is in the current budget. Council works on the budget for the next month or so. If it is not in the mayor's budget, BID can also make a request to council to include it in the final budget. The track record is good that it will be included.

Carrie asked if ARPA funds could be used for the signage. Patrick said, yes, potentially.

Patrick plans to present more info about the tax revenue that came into the city over the summer. Will break down by categories like retail and restaurants. Generally, through June, everyone was above 2020. Some businesses were above 2019.

Carrie asked what success metrics will be considered regarding Walkable Mainstreet. Patrick said council will take in information and council will determine if it takes place in the future.

Cheryl asked if the revenue breakdown will be available by business types. Patrick stated that it will be broken down into specific categories. He does not have the rest of the summer data yet.

Carrie presented the 2022 budget that will be submitted to city council. Columns for "approved" and "actuals" of 2020 are included in the budget as well as the "actuals" for 2021. A budget of \$76,000 is projected for this year. Highlighted boxes are projected amounts to spend through the end of the year.

At the end of the year, the projected fund balance will be \$21,000. The same amount of revenue is projected for next year. Admin expenses are static. Programming hours are moving to marketing from admin and overall total is not changing. Marketing digital expenses are budgeted for the same amount. Not advertising at the theater as their account is delinquent with the BID. Holidays and photography budget is the same. Will be publishing two articles per month so there is a corresponding budget increase. This drives traffic to the website. This budget contains similar marketing programs as last year: February and summer.

The Communication and Outreach committee partners with city events such as the Tree Lighting Ceremony or Taste Edmonds; this budget has remained the same. The budget includes funding for new member communications (folders,) supplies for assessments, program management and the annual meeting. Small grants may not be able to be funded.

The budget for Appearance and Environment has gone up in anticipation of increased costs for umbrellas. Looking to lower cost but does not want to sacrifice quality. The After-Hours parking program has \$1500 allocated - still looking for more lots. Hoping to purchase flags that are more

substantial if streets department approves their use.
Total budget of \$85,000 is proposed for 2022.

Permits & Building Update: none presented

Committee Updates

- **Communication & Outreach:** Matt presented. The committee did not meet this month due to the holiday. Committee still has a few new businesses to meet. Will get to them by next month. Pam said the businesses at Salish Crossing want 100% agreement to move forward with joining the BID. Two tenants, Thai by Day and Spuds, do not want to sign up. The BID has the signatures that the state requires to incorporate this part of town into the BID but would like to respect the businesses that want 100% acceptance.
- **Admin:** Cheryl presented. The city wants to charge for the administrative work. Will need to find money in the budget if these charges are implemented.
- **Marketing** Carrie presented. Lovin' Summer Edmonds campaign was recapped in a slide show. The marketing program was designed to highlight summer in a cohesive and celebratory way. Total cost was \$5000. Beachy, fun logo was designed in partnership with the city. Promotional pieces, table tents and website were created with the logo and included events. Social media campaign ensued. 91,000 impressions were made with over 1% click through rate (considered successful.) The summer raffle received 500 entries with 5 winners a week. Twenty hats, with the Summer Lovin' logo, were given away. The family scavenger hunt is ongoing. Ed partnered with the Edmonds Historical Museum for this event. Ten participants have an opportunity to win a logoed t-shirt. Window clings were hung on 50 downtown businesses. Water bottle stickers were passed out to help reinforced the brand. Several shops had logoed merch.
MOTION: Kimberly moved to pass the holiday budget of \$8845. Jen seconded. All approved, none opposed.
- **Appearance & Environment:** Musa presented. The 2022 budget includes an increased budget for umbrellas: \$10,000. Unsure if umbrellas should be provided considering the COVID Delta strain. In 2020 city budget, a new downtown way finding sign was approved but was lost in the COVID-mix. The umbrellas and buckets have been collected and are in storage in the Rogue basement.
The committee is requesting \$20,000 for the sign in the 2022 budget. Unsure if ARPA money could be used for the sign versus money from the city budget.
MOTION: Musa moved to resubmit a request for a way finding sign. Kimberly seconded. All approved, none opposed. Cheryl and Carrie will modify and old letter and submit it to the mayor and city council.
- **Grants Program:** n/a
- **New Business:** n/a

Meeting Adjourned: 9:00am

