

Ed! Board Meeting Date 10/14/21

Meeting called to order: 8:02am

Board Members/Administration in Attendance: Matt McCulloch, 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, Megan Luttrell

Guests: Liz Morgan (FIELD), Kathy Solum (Edmonds Vision Center), , Sheila Cloney (Anchor Chic), Whitney Popa (Workhorse HQ) Erica Sugg (Edmonds Chamber of Commerce) Jenn Schutte (Rick Steves)

Asked for public comment – no speakers.

Approval of Previous Meeting's Minutes: Beth Sanger moved to approve the minutes. Jen Lawson seconded. No discussion. All approved, none opposed.

President's Report: Gearing up for Holiday to be outlined in marketing report. ARPA funding will allow a trolley without donations from small business. Carrie and Cheryl meeting with City Council members to discuss Ed! Updates. Met with Luke Distelhorse and Susan Paine yesterday, Vivian Olson tomorrow and Adrienne Fraley-Monillas next week as well as the Chamber to discuss collaboration. Please let Carrie or Cheryl know if you want anything shared with council members.

Treasurer's Report: Carrie – we are on target for assessments, about \$1,00 under, but October will be a big month for assessments to come in. Our budget is on track for the whole year as are our expenses. Noting that expenses were cut to accommodate for lower payments due to covid.

New Businesses Added to BID: No new business updates.

City Report: Patrick – happy to be able to support the trolley in the form of \$7,000. City is looking at offering the trolley on a Sunday or two in another part of town. Holiday market will continue and feels it's well received. Will begin on the 6th of November. DJ offering announcements to small businesses. Small business grants are being offered now and they have had some initial applications, but they plan to open the criteria (i.e., if you've received money before raising that cap) to allow for additional applications. Household grants are also available for those in need. All the money for non-profits have been allocated. Also have given money to Edmonds and Shoreline Colleges. It is budget time and wayfinding signage has come up again as a project to revisit. Not currently part of the mayor's budget for 2022. If Ed feels it is a priority, please mention it to city council members you are meeting with. Sales tax revenue is up for the entire city, with downtown having increased revenue. The mayor's top 3 priorities are community policing, supporting highway 99 communities and green initiatives with equity, diversity and inclusion being a 4th on the priority list. There is a human resources position that will be in charge of internal racism, equity and diversity issues. The finance director would like a fee charged for the work that the city provides to Ed!. They are going to leave it be for 2022 budget but would like to revisit for 2023. In researching there are number of ways that cities

format their relationship with BIDs. Auburn ties delinquencies to business licenses but no other city that was contact has a more successful solution. Creative District ads are up on social – including Liz Morgan of Morgan and Moss. Thanks to those who have made that happen.

Cheryl asked re: the streateries and what their future will be. How do people provide feedback on this? Patrick – the streaterie ordinance was given a year permit set to expire at the end of the year. There is no current proposal in front of City Council about the continuation of the program. There would need to be a proposal from someone to bring it in front of council. We are not past the pandemic and Patrick feels that the general public is enjoying the opportunity to eat outside. Additionally, no one from the public has come forward about the program either.

Blake Fisher – re: can we utilize the flagpole holes for an Ed! Program. Patrick does not know but will ask the streets program at the city. There has been some concern about them being a trip hazard. Deandra is on the Lion's board (who do the flag day etc installation) and they are fine with Ed! Using them as long as it wasn't on a flag holiday. If flags are up less than 30 days, you do not need a permit. There were questions asking why flags were up for Indigenous People's Day.

Budget Discussion: Each committee has submitted their budget request totaling \$87,680 with a \$102,360 projected revenue (which includes \$23,00 fund balance). Plan to have an 18% fund balance at the end of 2022. Projections based on historical contributions. Patrick comments that we may have more revenue as there are new businesses that did not pay their first year of business will now be contributing so could see some additional revenue.

Cheryl makes a motion to approve the 2022 budget. Beth seconds. No discussion. All in favor no opposition. The motion carries.

2022 Work Plan outlines our proposed services for 2022. Request for comment, there are none. Carrie points out that the Grant Program has been removed for 2022, as it has not been utilized in the past years.

Jen makes a motion to approve the work plan for 2022. Cheryl seconds the motion No discussion. All in favor, no opposition. Motion carries.

Committee Updates

- **Communication & Outreach:** Matt –committee met on Tuesday but wanted to outline new businesses that did not get shared at the previous meeting. Alexander's Bazaar, Decker Intl LLC, Apex Juris LLC, Jessica Baird Counseling. No update on Salish Crossing adding to the BID. Pam Stuller stepping away from Ed! Committee work and she was spearheading the outreach.
- **Admin:** Discussed board terms, please reach out to Cheryl if you would like to do another term. Any business in the BID can be nominated (or self nominate) for a board position.
- **Marketing:** Carrie – Holiday is in full swing. Thanks to the city for the trolley support. 23 businesses participating in the ornament stroll which will be Friday 11/26 thru Dec 5th. Looking at having window clings like last year, but fewer slogan options, more to come. Festive drink bingo call is out to see if restaurants would like to participate. Gift guide will be coming out. Adding a travel influencer blog social element who has 85k followers. Ed! will run social campaign and City will also do an execution.

Kimberly makes a motion to approve \$500 to update the website in 4th quarter.
Jen seconds. No discussion. All in favor, no opposed. Motion carries.

- **Appearance & Environment: Blake** – a lot of discussion re: umbrellas. Looking at using a new vendor to replace what will be put out this season. Has not been determined when they will go out again. Kimberly and Matt in favor in putting them out. Robert agrees. Want to create additional messaging to remind community to return the umbrellas after use. Carrie will send out information to the board so they can help distribute umbrellas and stands.

New Business: No new business

Meeting Adjourned: 8:45am