



Type of meeting:	Special Meeting: Board Meeting	Taking Minutes:	Beth Sanger
Please read:	11/18/21 minutes	Prepare to share:	Committee Updates

Ed! Mission: Created by the Edmonds City Council in early 2013, we are a focused, funded organization that supports and improves business conditions in Edmonds. Our goal is to ensure our downtown stays lively, attractive, prosperous and welcoming to everyone.

Zoom Information:
<https://us02web.zoom.us/j/86915221087>
 Meeting ID: 869 1522 1087
 Dial by your location: +1 253 215 8782 US (Tacoma)

Agenda

Call to Order	Cheryl Farrish	1
Public Comment		5
Approval of 11/18/21 Minutes	Cheryl Farrish	5
President’s Report	Cheryl Farrish	10
New Businesses in the BID	Matt McCulloch	5
City Update	Patrick/Megan	10
Committee Updates		20
<ul style="list-style-type: none"> • Communication & Outreach <ul style="list-style-type: none"> ○ Approve Assessment Mailing Costs and “Year in Review” Brochure (\$600) • Admin <ul style="list-style-type: none"> ○ Approve additional PM funding for 2021 (\$2,000) ○ Approve 2022 PM Budget (\$33,200) • Marketing <ul style="list-style-type: none"> ○ Approve 2022 Copywriter Budget (\$6,600) 		

- Approve 2022 Photographer Budget (\$7,200)
- Approve Feb 22 February Campaign Budget (\$1,000)
- Approve 2022 Digital Mktg Budget (\$5,500)
- Appearance & Environment

New Business

5

Adjourn