

Ed! Board Meeting December 9, 2021

Meeting called to order: 8:02 am

Board Members/Administration in Attendance: Matt McCulloch, Cheryl Farrish, Kimberly Koenig, Jen Lawson, Olivia Brown-Latham, and Beth Sanger.

City of Edmonds Representative in Attendance: Patrick Doherty.

Guests: Liz Morgan (FIELD), Kathy Solum (Edmonds Vision Center), David Preston (Port of Edmonds), Whitney Popa (Workhorse HQ), Erica Sugg (Edmonds Chamber) Allison Sweeney (Coastal Community Bank), Leslie Amman (Weathered Frame Photography), and Jill Hall (Bench and Board.)

Public Comment: Nikki Okimoto Glaros and Karin Butler presented. They are members of the steering committee for the inaugural Lunar New Year Edmonds. This event will take place January 29, 2022, for the main celebration. May include smaller events during the weeks around the date. They have booked a lion dancer group, thanks to Will Chen. The group will perform at a church on Highway 99 and will come downtown to the market area on 5th Ave. A kung fu demonstration will take place on the plaza. The steering committee would like business participation. Art projects will be available for display. They are interested in getting ideas and suggestions. Some possible events include a red envelope coupon or something similar to the Waldo hunt. Planting a seed for next year. To reach the committee email: lunarnewyearedmonds@gmail.com to contact or volunteer.

Erica Sugg. Hoping to get the Chamber involved in the event as well.

Approval of Previous Meeting's Minutes: Kimberly moved to approve the minutes. Jen seconded. All approved, none opposed. Cheryl moved to revise the motion. There was an error in last month's minutes. Cheryl has not exceeded her term and will not be required to step down from the board as stated in the November minutes. Cheryl moved to correct the minutes. She has served two years, not two terms. Kimberly seconded. All approved, none opposed.

President's Report: Holidays are in full swing. Website is updated. Holiday figures decorate downtown. Trolley is running with Emily the Elf. Ornament Stroll has wrapped up. A local blogger, Post Cards from Seattle, has posted a story in Instagram about her family's day in Edmonds. She has also written an article. Her next post will focus on adult activities in Edmonds. Ed! has received a \$1,000 donation from the Tillery Foundation. Umbrellas are out and are being stocked. Will be looking for officers for next year. Please contact Cheryl or Carrie if interested.

Treasurer's Report: Don't have new numbers from the city.

New Businesses Added to BID: None were added.

City Report: Patrick presented. This is his last meeting before retirement. He said it has been wonderful being associated with this group. Council is debating whether to continue streeteries. They will likely conclude their work next week. City made it easier to construct outdoor dining on private property (Bar Dojo and San Kai.) These structures will also end this year. The fire

department and building department have not made a decision about the private property structures. These structures were permitted separately from the streeteries.

Patrick explained that the city has attempted to make the city holiday celebrations secular and have received complaints. Lunar New Year does help address this. He mentioned including Diwali, a Hindu celebration of color and lights. Kimberly expressed that Ed! has worked hard to keep religious influences out the holiday marketing and has focused on snowflakes.

The holiday trolley was great to see. It will be uptown on Sunday. The Safeway parking lot is the start and only stop. Working to spread the love around town. Trolley was too tightly zipped up and will address that. Hopes for more airflow.

There will be a mini city hall in the Safeway shopping plaza. Could open around February 1. Community police officer will be housed there. Workstations will be available for police officers, so they won't have to work out of their cars. Community court will be there four times a month. The Edmonds business booster website will be undated/enhanced at www.edmondsbizbooster.com. This site contains direct links for businesses to obtain free support and resources. A small business development center is linked there as well.

Cheryl asked if the carry-out spots in front of restaurants have been extended. Patrick said this subject has not been addressed.

Committee Updates

Communication & Outreach: Matt presented. Matt moved to allocate \$600 for the year-end review brochure and postage. Olivia seconded. It is not an option to send out the year-end review electronically, it must be mailed. All approved, none opposed.

Admin: Kimberly presented. She explained that in 2021, Ed! had new promotions in February, the Summer Loving campaign, and Ornament Stroll in December. These new promotions put the Ed! coordinator Carrie over her budgeted hours for the year. She had not reconciled her hours until recently, when she realized the overage. Carrie will be over by 40 hours at the end of 2021. Kimberly moved, Jen seconded to approve \$2000 for the overage. Cheryl explained that the coordinator's budget was cut back during the 2020 pandemic year by \$1200. The 2021 budget maintained the scaled-back salary, despite adding the new events. Carrie's time was valuable and necessary. Cheryl also explained that the 2022 budget has been approved by City Council and Carrie will need to stay within the allocated hours and her \$33,200 salary. Cheryl stated that even with this \$2000 expense, we will be under budget for 2021, all while maintaining a healthy fund balance. Money would come from the marketing budget. In 2022, Ed! board will ask for more volunteer help. Patrick suggested starting a volunteer committee that can put the word out when additional help is needed. All approved, none opposed.

- **Marketing:** Jen presented. Valentine's promotion is coming up and has not been solidified. Jen moved to pass the 2022 marketing budget: copywriting budget for \$6600, photographer budget for \$7200, February campaign budget for \$1000, and the digital marketing budget for \$5500. Kimberly seconded the motion. All approved, none opposed.

- **Appearance & Environment:** Did not meet this month. Are actively maintaining the umbrellas.

Meeting Adjourned: 8:49 am