



**Edmonds  
Downtown**  
ALLIANCE

**October 26, 2017  
8:00 AM - 9:30 AM  
Edmonds Center for the Arts**

### **Meeting Minutes**

**Attendees:** Kimberly Koenig, Kiersten Christensen, Mark VonGunten, Petra Rousu, Patrick Doherty, Mary Kay Sneeringer, Apple Catha, Jacob Comstock

### **Guests/Public Comment:**

- Veronica – Affinity Contemporary Dental - Office Manager – Looking to grow, introduce selves to community/get more involved

**Call to Order:** 8:05am

### **President's Report:**

- Walk through committee updates

**Approval of minutes for 10/12:** Kiersten makes motion approve. Mary Key seconds. All in favor. None opposed.

### **City Update:** Patrick

- Will have comments on budget proposal by end of the day
- Holiday market starts Nov. 4<sup>th</sup> – Have around 30 vendors currently – ideally like 40
- Diversity Film Series kicked off last weekend – continue through Nov.
- Geo-caching – push to do tours in Snohomish Co. – Trying come up with money to participate in program – Tourism Bureau
- City in budgeting process currently – Could be Dec. before Ed! presents budget to council
- New directory signage to be installed in front of El Puerto
- Running ad campaign regarding whale watching – set to run in Denver
- New tourism website went live

### **Treasurer Report:** Petra

- Carryover nearly \$27,000
- Only thing hasn't come through is expense for after hour parking signs

### **Committee Updates:**

#### Marketing:

- First round of design for Edmonds holiday joint website
- Meeting with city to hash through recommendations – supposed to go live Nov. 10
- Working on job description for Holiday Elf – Saturdays from 10:30-6:00pm

- Looking for hot chocolate or nut roasting cart to round out holiday cheer through holiday month

Appearance and Environment/Parking:

- Waiting to get approval for install of after hour signs from bank
- Patrick – Looking to expand the hash mark program through downtown
- Waiting on city timeline to install crosswalk stencil

Communication and Outreach:

- Happy Hour tonight for Ed! members, 5 – 6:30pm

Professional Business Resources

- Met with Cathy from Small Biz Dev. Center – Resources are available for our businesses – work together to spread the word of services and tools
- Matt met with Jan from Chamber – Want to partner with Ed! do some lunch and learn series

Grant Program:

- Have not received any new grant submissions

Administration Committee:

- Nothing to update

Next meeting Nov. 9

**Adjourned:** 9:00am