



**Edmonds
Downtown**
ALLIANCE

**February 23, 2017
8:00 AM - 9:30 AM
Edmonds Center for the Arts
Room 225**

Meeting Minutes

Attendees: Robert Boehlke, John Rankin, Apple Catha, Cindi Cruz, Jacob Comstock, Kiersten Christensen, Cadence Clyborne

Absent: Petra Rousu, Kimberly Koenig, Clayton Moss

Guests: Pam Stuller, Walnut Street Coffee

Call to order - 8:05 am

Approval of 2/9 Minutes - Jacob was listed as absent but was present. Will be revised. Kiersten moved to approve, Apple seconded. Passed unanimously.

President's Report - None

Treasurer's Report - Budget looked over for December, noted that payment to Janet Maples expense was incurred in 2016 but paid in 2017. City and Ed! records and will show expense in 2016.

January 2017 expenses: \$274.50

January 2017 revenue: \$28,370.11

Balance: \$77,743.31

New businesses - Dogwood Management, Caliber Home Loans, Clementine Vintage, Dynamic Legal Group, Orthocare Innovations, and Anchor Chic.

City update - Bylaws and ordinance revisions need to be brought to the Board for review and approval; Patrick has final revisions; at next board meeting, determine timing of approval and city council review.

Ed! would like to send a member to the Revitalize WA event given the focus and information related to BIDs; Cindi will check on ability of Ed! to fund costs.

Cadence - expense reports should clearly define and state the committee budget they belong to based on board approval for expenses in order to accurately track budgets and expenses.

Committee Updates

Marketing - The following marketing campaigns will run:

- Bus ads
- Digital program focusing on B2B
- A robust social media marketing campaign ,utilizing consultant Janet Maples

Seeking approval of \$35,000 budget approval to move forward with marketing campaign, broken down as follows:

Transit- \$16,000

Social-\$ 5,000

Digital- \$7,000

Holiday digital- \$5,000 Design/Photography- \$2,000.

Kiersten moved to approve, Cadence seconded. Passed unanimously.

Communications and outreach: Met and talked about the annual meeting and different ways the meeting has been done. Purpose of annual meeting is to let constituency know what Ed! has been doing throughout the year, and to get feedback on what constituency would like to be done in the future. Event will be similar to last year, with less budget for food. Cadence moves to approve a budget of up to \$2,000 for event costs based on budgeted amount and previous years costs, John seconded. Passed unanimously.

Board determined Wednesday, April 26th is best option; Pam to follow up with ECA to reserve date. Annual meeting committee will work on timeline of required notices and ballots; all committees to work on tables and presentations ideas to discuss at next meeting.

Board has 3 official open positions, all board members should assist with searching for good candidates.

Professional business resources: Website is area of focus, New photography as well as, reflecting on emergency preparedness conference, what worked, what didn't work, and how often to do more business enrichment seminars. The grant program should be more visible to potential applicants. Committee also discussed Idea of sending someone to Revitalize WA conference for networking opportunities with other BIDs.

Grant Program: No grant program applicants at this time. Benefits of the grant program will be a focus at annual meeting.

Administration: Kimberly and Kiersten have received 12 applications for administrator position, 5 being considered. Next, steps: phone screen and in-person interview. Cadence moved to approve the hiring committee to select the new administrator based on interviews. John Seconded. Passed unanimously.

Umbrellas: Umbrella stands have been approved and will go into production. Order of new umbrellas will come in April.

New business - Discussed content for newsletter, nothing noted at this time aside from Edmonds Has a Heart.

Public Comments - none

Adjourn - 9:17 am