



**Edmonds
Downtown**
ALLIANCE

June 22, 2017

8:00 AM - 9:30am

Edmonds Center for the Arts

Meeting Minutes

Attendees: Kimberly Koenig, Kiersten Christensen, Jacob Comstock, Patrick Doherty, Carrie Hulbert, Apple Catha, Petra Rousu, Matthew McCulloch, John Rankin, Jodie Lende, Clayton Moss, Cindi Cruz, Mark VonGunten

Call to Order - 8:01am

President's Report:

- Met with city - Wayfinding signage
- Next steps shaping what signs look like and identify which intersections to start
- If want to use money, needs be in next year's budget so need to know what costs look like

- MaryKay agreed to take open position
- Next meeting in July like to officially add her to board
- With her joining allowed to have five board members on committees
- Mark will be able to join marketing committee without needing anyone else to step back

Treasurer's Report: Petra

- Everything updated minus the latest bus ads from marketing project - \$7,100
- Committees have budgets to spend for remainder of year - continue to assess work plan and goals for 2017

Approval of minutes for 6/8 - John makes motion to approve minutes. Kiersten seconds. All in favor. None opposed.

City Update: Patrick

- Small biz workshop happens today
 - Roughly 40 people expected to attend
 - Opportunity to provide free resources to business community

- Western Washington University - engaged with city - one projects took on try develop mobile app for downtown - wayfinding - business finding, attraction finding app for visitors
- Didn't complete project
- Did do some good work - sent files to the city IT Dept. - willing do some extra work over the summer if interested in pursuing app completion

- Impact study of arts and culture sector of Edmonds underway
- Received 275 response during Arts Festival
- Survey to be offered via website - open up response pool
- Legislature created new legislation - city can apply to be designated a Creative District
 - Edmonds interested in applying
- Diversity commission has grants program as well - now through July 24th accepting applications for small grant requests - max \$500 to help individuals/groups/agencies do a program, activity promotes diversity, equality, inclusion in community
- Will have 4th July contingent in parade - anyone welcome to join

Public Comment - No one present

New Businesses:

- Driftwood Modern moved Main Street
- Edmonds Bowl Hardware, LLC DBA Edmonds Hero Hardware
- Janeway Financial, LLC DBA Koenig Financial Group

Committee updates:

Marketing: Kimberly

- Digital campaign in May up 60% overall users to website
- Continuing work on B2B marketing efforts - Sent survey to insurance relation professional services businesses to start gathering information for campaign

Appearance and Environment: Carrie

- Crosswalks - Have meeting with city next week - going to talk through requirements
- Will meet with Turnstyle to move forward with design
- Will be two crosswalks - more details to come following meeting
- Parking - Clayton and Carrie trying redesign signs for Bank of Washignton after hour program - getting close to having some templates will present to committee
- Hope to have installed by mid-August
- Want to use this as a spring board take to other businesses once Bank of Washington agrees
- \$25,000 been allocated in committee budget
- Umbrellas - don' know when holders will be done
- College Place Middle has group of kids who are happy to help distribute, count, restock umbrellas come fall

Communication and Outreach:

- Matthew - Trying find way get in front of more businesses
 - Idea like so far putting on happy hour, networking event - be there to interact with local business owners
 - Differentiate from chamber events - a little more casual - meet quarterly
 - 4th of July - Ed! sponsoring 5k with Chamber
 - Ed! logo will be on T-shirt
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- holiday budget comes out of Communication and Outreach - allocated \$6,000
 - Pam is securing the trolley
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- Menus will be printed this week - share with whale watching boats
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- Downtown postcard with trolley map is ready to print
 - Postcards can be used by businesses to direct visitors around town
 - Like to print 10,000 - helps drive people to Ed! website
 - Its \$480 to do 10,000

Kimberly makes motion to approve up to \$500 for printing of postcard and will request designer do vertical visual within existing budget. Jacob seconds. No discussion. All in favor. None opposed.

Professional Business Resources:

- Only \$2,000 left in this year's budget allocation
- Considering event focused on hiring staff for small business owners
- Jacob and Apple will bring back to July meeting with proposal for event, date, and numbers

Need to double check with Turnstyle to make sure billed for website changes from last year to this year

Grant program:

- Grant submission for Brouhaha - supported last year
- Asking for \$750 grant
- Additional spots for people to participate this year
- Looking for printing and social media efforts for event
- questions over revenue from the event - need some clarification on costs
- Will revisit application next meeting

Next meeting July 13th

Adjourned 9:16am

