



**Edmonds
Downtown**
ALLIANCE

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

Meeting Minutes

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

Guests: Josh Haubenstein, IP

Call to Order – 8:03am

President's Report: (Kimberly)

Orientation on Tuesday for new members

- Matt and Mark attended, Jodi unable to attend
- Went through Workplan and what submitted to city council
- Six more months to complete what Board set out to do in 2017

Approval of minutes for 5/25 - Patrick suggested a line be added under Appearance and Environment Committee update stating Carrie and clarification needed regarding parking research. Jacob makes motion to approve minutes, John seconds. All in favor. None opposed.

City Update: (Patrick)

June 22nd Small Business Workshop, 1:30-3:30, Brackett Room – Third Floor, City Hall

- Co-sponsored by City, Chamber and Ed!
- Point of workshop - offer information, tips for small business community to be successful
- Will include speakers/information on business taxes, insurance, digital marketing, social media – similar line up to home base business workshop city hosted several months earlier
- If interested in attending let Cindi know

Port received grant from Port of Seattle to hire someone help promote tourism

- Targeting Denver, Salt Lake – using whale watching as a hook attract new tourists
- Looking at bus ads, digital, train ads
- Presents opportunity promote folks coming for overnight stays

Meeting with Trip Advisor Reps

- Plan to discuss new approach gauging interest in community doing tourism promotions

Economic impact of arts and culture underway

- Consultant been hired analyze the impact of arts and culture sector in community
- First phase: Surveys – started doing surveys at Waterfront Festival – going make big push at Arts Festival

- Looking for volunteers help conduct surveys
- Survey interviews will run through Fall – also be interviewing organizations regarding expenditures, budgets, impact locally
- Wrap up in Fall and do estimate actual impact of arts and culture on economy
- Info help provide support for decisions by City Council and Ed! moving forward related to arts and culture

New Businesses - None to report

Committee updates -

Marketing:

- Received results from digital campaign – for May and June
- Retargeting effort working well – usage on site up around 65-70 percent from April to May
- Initial results – campaign runs for another month
- Kimberly and Carrie close to completing menu book for whale watching boats
- Hope to have it done soon
- Working on holiday plan and execution
- Mark would like to join marketing committee – trying to see about MaryKay filling open board position – if she does – may need to have someone on committee now step off the committee

Appearance and Environment:

Parking update from Carrie

- Parking biggest issue for people from annual meeting
- Looking at: Improving signage highlight lots, finding more lots, potentially looking buy more space in future
- Did walk around looking at signs currently exist for Public Parking
- Signs are hard to see – blend into environment – once driver gets into public parking lots a lot of different signage
- Opportunity create more consistency – looking at police parking lot, Housewares lot – opportunity improve signage
- Looked at public lot behind Housewares – might be planning meeting set up between leaders providing reserved spots to public. Patrick – not city property – currently rent it and have for nearly 20-years
- City recently met with new owners of the property. Recognized rent lot at very little cost – likely that could change based on new ownership
- South side Bank of America lot – could be opportunity there in future explore public parking options
- Pam Stuller also mentioned during Administration meeting about approaching new Ace Hardware owners regarding lot with IGA
- Bank of Washington after hours program – signs hard to read, hard to understand – Clayton working to change signage – present to bank manager next week – use as potential pilot for after-hours program
- Matt asked if anyone has approached new post office building owner. Parking down below seems no one knows about

City continues review of new tick mark program – see how drivers adjusting

- Pilot last throughout year – could expand depending on success
- Employee parking exemptions have been lifted on several blocks – opening up 30-40 new parking spots in downtown corridor

Crosswalks – Pedestrian Safety Taskforce met

- City given go ahead to Ed! to do pilot program with crosswalks
- Looking at 2nd and Main and 5th and Howell – gateways to downtown area
- City planners had some requests – design less intricate – easier to install and maintain
- New design bid from Turnstyle – sent back
- Will take \$2,500 to approve designs

Mark makes motion to approve \$2,500 for Turnstyle to provide two different crosswalk designs, Clayton seconds. Discussion – pending some clarification on what is actually delivered in the design. All in favor. None opposed.

Communication and Outreach:

Apple – Reached out Chamber see if something else Ed! can sponsor for 4th of July event

- Jan said could sponsor several other things – options, t-shirts, golf cart, etc.
- Allocated about \$1,000 set aside for the fourth of July events
- Last few years marched in parade- challenge to get people to participate
- Next meeting for June 22- doesn't leave a lot time to wait to figure out something concrete to spend the money on
- Looking at Communication budget – total \$9000 – have total \$2,500 not allocated any programs remainder of this year - Still interest on board to support local row at the Taste of Edmonds this year
- Kimberly makes recommendation to allocate \$500 toward 4th of July

Apple makes motion to approve up to \$500 for the 4th of July with the Chamber. Kimberly seconds.

Discussion: Mark – make sure get Ed! logo on something. Sent to the Communication Committee to make the choice on exactly what kind of product that would look like. All in favor. None opposed.

Chamber wants to promote Edmonds downtown businesses at the Taste – cutting prices for booths - \$280-350 for booths in order get local businesses to participate

Matt joining committee

Professional Business Resources:

Workplan: website number one tool drive traffic to downtown businesses – keep website looking fresh

- Spent some time revisiting workplan
- Kimberly love to loop Carrie in see what can do with budget and talk about plans 2018
- Have explored SEO options – do it well – and right is challenging – if that interest should consider including in Workplan 2018

Grant program:

- Received a grant from DEMA for Brewhaha – not until Sept. – so time to look at it, review for next meeting
- Have \$10,000 which allocated \$4,000 – still have \$6,000 available through grant program for community projects

- Patrick recommends to do another press release garner more attention of Grant Program through Ed!

Administration Committee:

- Revisited Carrie and Janet's contracts – ensuring expectations being met
- Reminded committees and board members to review survey results Carrie provided following annual meeting – see what priorities most important

Code change/bylaw changes – Kimberly and Patrick need to meet with Cadence to understand code changes - out of date and cleanup

Public Comment:

- Josh - interested in Ed! Didn't know existed
- Interested to know what challenges faced as far as businesses in community

Clayton wondered if it's possible to move public comment up earlier – something to discuss that way guests can share comments on something upcoming on agenda before board actually discusses item

Kimberly will make that change

Adjourned 9:15am