Edmonds BID
Interim Advisory Board Special Meeting
9/12/2013

Attendees: David Arista, Stephen Clifton, Mary Kay Sneeringer, Chris Fleck, Sally Merck, Steve Balas, Roger Neumeier, Juliana Van Buskirk and Cadence Kerr

Public Attendees: Valerie Stewart (Mayor's Climate Protection Committee) and Greg Urban

At request of Valerie Stewart, public comments were move to the top of the agenda

PUBLIC COMMENTS:

- Valerie attending the meeting on behalf of Mayor Earling, as chair of the Climate Protection Committee. Valerie presented the committee's green business recognition program and requested that the EDBID board discuss and consider including and EDBID member as a liaison for the committee. She will also be presenting to the Chamber and believes the program will benefit greatly from the three groups working together.

  The program encourages waste reductions, promotes transportation alternatives, purchasing decisions, water use, etc. for Edmonds businesses. Businesses participating in the programs and meeting the criteria will be recognized as a green business in Edmonds.

  David agreed to discuss with the full board at the next meeting and have someone get back to Valerie at Valerie.stewart@edmondswa.gov

- No other public comments.

ACTION ITEMS FROM 9/5 MEETING:

- Dale Terwedo – City agree (Roger and Stephen) that Dale should only have one assessment due to the structure of his business and required umbrella corporation. City will determine how to accomplish, send letter and report back.
- Jeff Taraday and Purchasing Policy – Cadence sent email to Jeff and received no response indicated that he disagreed with our plan to publish RFP in DJC and also send targeted requests. Okay to move forward with RFP.

PRESIDENT'S REPORT:

- Delinquencies are running under 10%. Some that have not paid have moved outside of the BID boundaries. City is working on making those changes to the list. Discussion regarding the other delinquent members resulted in the decision to split up the businesses among volunteer board members willing to discuss on an individual basis (in lieu of another letter). Stephen reminded us that the City does have a way to assist with payment planning if any of the businesses are

having financial difficulties and that they should contact the City directly to work through that process.

- Paul and David met with Chuck Loomis (Edmonds Community College) to discuss a possible partnership with the ECC Marketing Course and the EBID. The course is made up of students with an average age of 25-35 and starts September 23. Outcome was to considerutilizing the students to come up with a BID census and do member outreach and meeting follow-up through an in-person marketing/canvasing effort. They thought the students could have form questions in order to get input on the most important issues from BID members. The Board was generally enthused by the idea and had the following additional suggestions/ideas:
    - Ask each member for 3-5 keywords to describe their business or categorization for potential key search optimization and for website directory
    - A notification of the census/project should be included in our next member mailing (assessment) to warn business owners and encourage them to participate.
    - Ask ECC to build a database that could be used for multiple future projects.
    - Make sure the students have the tools they need to speak to members; the City had no concerns with providing the students with BID member contact information
    - Paul is tentatively scheduled to present to the class on 9/30; David asked that Sally, Juliana or Cadence attend as well – they will decide amongst themselves and let Paul know.
- Steve brought up the UW program and still believes it would be useful, but general consensus is that we are not ready for the UW program at this point.

CITY UPDATE:

- Reminder of the PUD program and request to spread the word to BID Members – is it posted on our website? We neglected to bring flyers to the meeting.
- "Visit Edmonds" Seattle Times insert created and paid for by the City was passed around. The flyer was inserted in non-Edmonds zip code delivered Seattle Times. The City has a $24K annual budget for advertising and used a portion of the money to pay for this effort.
- Stephen is currently looking into the cost of the print and online version of the campaign, which includes banner advertising on the Seattle Times website. The City cannot market targeted businesses, but they can do "City-wide" advertising and individual businesses can co-op ads on the same page, if interested.

MEMBER MEETING OVERVIEW/THOUGHTS:

- Lower attendance than expected
- Good comments and Committee presentations were very positive and upbeat
- Rick Steves had a good message
- Bob (brown house) had great comments that showed his evolution from con to pro
- There are still some misconceptions
- We should spend some time with the woman who owns the acupuncture business – she has a strong background in similar types of community outreach/boards

- We should have include more visual information – pictures of other BIDs – websites, projects, etc. We should utilize the internet and have a slide show for the next meeting
- We could have been more direct regarding what the actual money is and will be spent on
- Suggestion for new member outreach (from Stunningly Strange) was a very good point
- Committee Breakouts:
    - RFP/Branding
        - Good group of people, not enough time
        - Asked for volunteers, had a few interested – Stunningly Strange and Savvy Traveler
        - Had several differing viewpoints on whether there should be a name like the Junction or just stay EDBID
        - A lot of concern about how we interact with DEMA, City, Chamber – no one wants to recreate the wheel or overstep, etc.
        - Committee just needs to meet and finalize RFP
    - Business Resources
        - Directory is wanted – online, on street, etc.
        - Digital Direction was of great interest
        - Finding out who is responsible for the directory by starbucks and getting it updated or removed is a high priority. Chamber is believed to be the owner
    - Parking
        - A lot of frustrations about enticing more people to Edmonds – where will they park, it is already an issue.
        - Ideas included parking at church and having a circulator bus available.
        - Generally need to communicate employee parking program better to BID members
    - Community Outreach
        - Ambassador program was discussed as an idea for BID to piggyback off Chamber or create own program
        - BID needs a slogan
        - Quarterly (in lieu of annual) meetings were discussed – consider a January (follow-up) meeting prior to the annual meeting
        - Relationship between Chamber/DEMA/BID was another big topic here

OTHER BUSINESS:

- We received a lot of returned emails from our email invite blast. Cadence to sent updates to Jenny Shore.
- 2014 Workplan needs to be submitted to Council by 10/31. Original committee will move forward (no volunteers to replace original group): Kim, Pam, Paul, Cadence and Dave. Committee will meet week of 9/16 and present at next Board meeting

- General concern about accomplishments this year and Board approval of workplan – agreed that we have accomplished quite a bit for volunteers, but would like to say that the RFP is out, the nonprofit is formed and have a workplan by the 10/31 date.
- 501c3 needs to move forward, but may require an attorney. Incorporation of nonprofit could happen quickly and needs to. Chris will talk to local attorney: Matt Hendricks, Doug Purcell and Bennett Brothers.

ACTION ITEMS:

- Discuss Climate Committee with full board and determine BID involvement; contact Valerie Stewart
- Contact delinquent members to discuss assessments
- Cadence to ask Cindy for delinquent-only list
- Paul, Cadence, Sally and Juliana to determine attendance at ECC class presentation and date
- RFP/Branding committee to meet and present draft RFP for review at next Board meeting; Board to bring names for targeted RFP proposers and come prepared with RFP reviewed
- Chris to check with Chamber on removing Starbuck directory
- Stephen will begin sending the parking permit area map with BID notices
- Cadence to send email updates to Jenny Shore
- Cadence to set up Workplan committee meeting for week of 9/16
- Chris to contact attorneys regarding 501c3
- 501c3 committee to present next steps at next Board Meeting

NEXT MEETING at HDR 9/26/13 – we will have three major agenda items from now until 10/31/2013: 501(c)(3), RFP for Branding/Marketing and Workplan

MEETING ADJOURNED 9:30AM