

Minutes from Ed! Alliance board meeting on 5.28.15 at 8AM at the ECA Room 225

Attendance: Robert Boehlke, Jacob Comstock, Jordana Turner, Cadence Clyborne, Clayton Moss, John Rankin, Km Wahl, Kimberly Koenig, Pam Stuller, Juliana VanBuskirk, David Arista, Arista Wine, Cindi Cruz – City of Edmonds, Nicole Herrin, Mary Beth Johnson

Meeting called to order by President Cadence Clyborne at 8:01AM

Opening Remarks by Cadence – Introduction of new board members, thank you to past board members.

Approval of Ed! Board Meeting Minutes; Minutes from 5/14/15 ECA – Pam Stuller moves to approve, Robert to 2<sup>nd</sup>, all approved. \*Approving board members included only those in office 5/15.

Minutes from Annual Meeting 4/31 – Pam Stuller moved to approve, Kim Wahl to 2<sup>nd</sup>,

6 approved, 4 abstentions; new board members who were not in office at time of meeting - Jacob Comstock, Kimberly Koenig, John Rankin, Clayton Moss

Minutes from Training meeting – Pam moved to approve, Jacob seconded, 7 approved, 3 abstained.

Presidents Report by Cadence Clyborne: A lot of work accomplished already this year, majority of budgets already expended, committees taking lead on their executions. Professional business resources and grant program have remaining budgets, should be the focus. Holiday marketing and event execution to also be planned.

Summer – One meeting a month in summer. Recommended dates; June 11, July 9, Aug 13 board agreed that the dates work. Recommend two meetings in September for work plan and Holiday plans.

Grant Update from Pam Stuller: The museum withdrew their initial grant submission and expects to submit a new application by the June 15th deadline. Committee and in turn the board to review the decision making matrix (see grant weighting matrix chart.) Revision to come in June.

Marketing Update: Digital information to be provided at next June Meeting. Edmondsdowntown.org continues to grow its online page views and interaction.

Bike Racks and Signs: Jordana – Bike racks are up. One on Main Street delayed by city, but should go up soon. Wedgewood wants flyers re: the new racks. Recommendation to communicate to bike advocacy. Recommendation to research social media sites to share the information from.

Large information signs - Financial commitment from Port and Jacobsons, waiting to hear from Anthony's and Arnies. Concerned on installation timing availability. Want to get it in before summer. Ed discs to be added to smaller existing signs. The two signs on 104 and Dayton, Clayton recommends also including PCC. Working on getting additional. John asks for a rendering of what they will look like. Robert, are the discs for the signs bigger than small medallion? Can the website be added? Additional update 6/11.

Committees – New members to join committees as outlined below:

Non Profit Org: Natalie-Pascal Boisseau, Cadence, John

Assessment and Evaluation: Will move into a work plan item for the following year.

Member Engagement + Outreach: Cadence, Jacob, Jordana

Friends of Ed!: Pam, John, Clayton

Marketing: Robert, Pam, Kimberly, Laura, Cadence, Jacob

Professional Business Resources: Juliana, Kim, Clayton, Kimberly

Clayton introduced a discussion about a digital map opportunity at the Museum. Museum is looking to submit a grant to Ed! to help fund, and will allow Ed! some branding opportunity.) Digital map opportunity – with search element?

Parking, Appearance + Environment: Jordana, Kim, Robert, Juliana (Jordana: Parking will be added to the appearance and environment.)

Small Grants Programs: Natalie-Pascale Boisseau, Pam

2016 Work Plan and Budget: Cadence

Committee Updates:

Juliana – Crosswalk flag update: Board discussed City concerns about who maintenance as well as the budget needed to execute them. Recommended locations; 4th and Daley, 3<sup>rd</sup> and Bell, Cheesemonger crosswalk. Revisit the green flag and Ed logo on the flag. Discussion to be continued re: location vetting and an aesthetically pleasing holder.

Pam – Umbrella update: Umbrellas to go up in fall with rainy weather, using a new ‘hook’ holder to alleviate the trash issue. Retailers in favor a rack/holder. Request to put something on the website, post on FB to return any remaining umbrellas to Housewares. Nicole to update.

City Update: If planning to use money from one allocation to another, does Ed! need to get city approval to move funds? Is there a threshold amount that can be used without city approval? To confirm with Scott – asking him to come to future meeting.

Jordana: Parking meeting to be had to discuss diagonal parking on 4<sup>th</sup> and increase parking on less busy streets, recommendation to look at Walnut. Look at including police department and parking enforcement.

New Business: Two new businesses downtown - ImagiBrand and Thrive.

Pam invited to the Kiwanis club in June to speak about Ed! June 9<sup>th</sup> – 12N Pancake Haus

Website and events: GEEK Movie Night 3<sup>rd</sup> Thursday of every month at Edmonds Theatre. Free movie for Kids Tuesdays. Details to come. For stand alone events, put up 2 weeks before hand. Question if can add a calendar to the website. Suggest adding a link to City Arts and Culture calendar. Can create a widget on our site directing to events. Recommendation that the events highlighted on the site be Ed! Member oriented.

City Update: Cindi Cruz - City does not expect as many tour groups this year, only one other one currently scheduled. Continuing to work on the 125<sup>th</sup> anniversary, Ed! is cross posting the information. Question re: sidewalk sale. One day sale August 11<sup>th</sup>. Taste of Edmonds 13, 14, and 15.

Public Comments: Mary Beth Johnson inquiring to the status of kiosk. Pam response that the kiosk project is currently on hold, but will be revisited with the committee.

David Arista – Summer offers opportunity to continue to grow the brand. How can we do it via Summer market, Taste of Edmonds, Car Show, 4<sup>th</sup> of July Parade.

Senior Center asked if someone from Ed! To come speak to their group. Cadence or Pam to follow up.

David Arista - Thank you for all past board members for serving and continuing to build the BID. A very big thank you to Pam Stuller for her tireless energy and leadership.

Meeting Adjourned: 9:30AM