



**Edmonds
Downtown**
ALLIANCE

**May 12, 2016
8:00 AM - 9:30 AM
Edmonds Center for the Arts
Room 225**

Meeting Minutes

Attendees: Clayton Moss, Cindi Cruz, Kiersten Christensen, John Rankin, Jordana Turner, Apple Catha, Jacob Comstock, Kimberly Koenig, Robert Boehlke, Patrick Doherty, Pam Ehrbar, Shubert Ho.

Absent: Petra Rousu, Cadence Clyborne

Call to order – 8:05 am

Welcome

Introduction of new board members

Approval of Minutes – Kimberly moved to approve 4.28 minutes; Jordana seconds, all approve, none opposed; Kiersten abstained.

Presidents Report

New member orientation is on May 24. Handed out new contact list and meeting schedule for rest of the year. Pam Ehrbar is taking over former email address for Pam Stuller (pam@edmondsdowntown.org). 2016 workplan review – looking good. Set up new committees for the rest of the year; ensure we are prepping well for 2017 workplan. Request to focus one major goal per committee. Also request others in the BID to pick up on projects such as the grants program. Reminder that committees are limited to only five board members per committee, otherwise it creates a quorum. Patrick reviewed the guidelines. Also applies to emails – replying all could create a quorum. Don't text other board members about substantive issues, as your phone would be put in realm of public domain and could be searched. Reminders to let Robert and Pam know if you can't attend meetings.

Patrick shared that in order to make Ed-related purchases easier and more hassle-free, the city (approval from Scott in finance) will be issuing credit cards in the names of the board president, VP, treasurer and admin. These are only people who make purchases. If you have expenses, route it through one of these people instead of making purchases and making charges.

Treasurer Report – John reviewed current financials. \$1500 will be coming for CAFÉ grants program. Jordana asked, if engineering is approved – he provided an estimate, RNS will send a proposal, send to president and cc: Pam. This can be done for all committee expenses.

New Businesses – Jacob and Jordana - Swearinger inc, and Sound Family Law.

Committee updates

Appearance & Env – Jordana, Robert and Clayton met about sign code. Public hearing on the 25th. Have 1) total ban on a-boards in downtown core, 2) need permit for 60-day max per year a-boards, 3) permit as permanent signs with additional standards. A total ban on signage would handicap many businesses.

Committee will come forward with a report, auditing current, then propose to the board – but probably not enough time before the public meeting. Right now, code is 60 days, not enforced – seems that some suggestions are unenforceable. Patrick – if you have recommendations, prepare to share on the 25th.

Patrick – planning board perceives a problem. Asked staff to come up with recommendations. What we can advocate for - two or three – our position on banning, offer to do footwork and come back with suggestions. Could draft and run by Patrick.

Umbrellas - Clayton working on a design for the umbrella canisters. Add “property of” on new umbrellas. Still have 75 left for the season. May pull for the summer.

Marketing – started transit campaign, digital campaign. In just under two weeks – web traffic already up 60%, 86% new users. Hired social media consultant, committee met and reviewed resumes and chose Janet Maples. Images and feedback, please send to Kimberly. Let board know hashtag and how to use. Also use #EdmondsWA.

Member Engagement and Outreach – will start working on a welcome packet. Create a 4th of July subcommittee – same group. Last year, walked with umbrellas and walked with banner. This year, use trolley, umbrellas, distribute tote bags. Kimberly will help. Jordana shared she is trying to get last bike rack installed at the market.

Open Public meetings act – will send to all board members, as well as new board members. Send out sheet from Scott Passey about city servant guidelines.

City Update

Patrick – after Revitalize WA conference, applying to host in Edmonds next year. Will put together a committee, one from Ed, etc. let him know by June.

Public restrooms – building new public restroom next to city hall next to Rusty Pelican. ETA – under construction by Labor Day; open by Halloween. Next tourism workshop – Tuesday 5/17. 8:30 a.m. at city hall.

4th of July Parade – diversity commission will have a contingent in the parade – contact him for participation.

City does tourism and business attraction advertising. Doing this for about a year – in Seattle Business Monthly magazine and Daily Journal of Commerce.

Some may receive a survey – hired a national research center, 2200 households will get printed surveys; will compile and compare to similar communities and national trends.

New business – none

Adjourn – 9:29