



**Edmonds
Downtown**
ALLIANCE

**May 26, 2016
8:00 AM - 9:30 AM
Edmonds Center for the Arts
Room 225**

Meeting Minutes

Attendees: Cindi Cruz, Kiersten Christensen, Jordana Turner, Jacob Comstock, Kimberly Koenig, Robert Boehlke, Pam Ehrbar, Shubert Ho, Petra Rousu, Cadence Clyborne

Guest: Wei Chen, Gallery North, Valerie Clayton from 24/7 Events

Absent: John Rankin -- Clayton Moss, Apple Catha, Patrick Doherty

Call to order – 8:05 am

Welcome

Approval of Minutes – Jacob moved to approve 5.12 minutes; Jordana seconds, all approve, none opposed, Cadence and Petra abstained. Not enough to approve minutes – wait for next meeting to approve.

Presidents Report

Action items from previous minutes – review committee assignments, select chairs and distribute new lists. Cadence volunteered to participate as volunteer on Revitalize WA recruitment committee.

Sign Code public hearing held last night – 8 individual business owners attended and shared their feedback. There will be more opportunities to speak after it goes to city council for review. We are on the right track and need to stay diligent. Focus on defining a uniform size for a-boards to present. Clayton put a lot of time into designing an option. Deliver a visual presentation for our board and to present to the chamber and city council. Present as an option – could poll our membership. Committee to meet, come up with more concrete plans.

Had new board member orientation this week – great background and preparation.

Brand Overview – Cadence shared a PPT presentation on the origin of Ed! branding research, RFP process, agency selection and brand development to share with board. Also shared with tourism/marketing committee last month.

New Businesses in BID – Red Twig has changed ownership.
Red Lantern opened next to Petosa's – have applied for a license.

Committee Updates

Marketing – Have 12 people interested in committee. Digital and transit are live – has been a month. Sessions up 84% users up 99%. 88% are new users. Met with social media consultant, good interaction on first social media posts. Populating image library across all categories.

Member Outreach – Jacob, Pam, Jordana met on welcome packets. Discussed different tools – window cling, maybe rewriting info that comes out of city – focus on benefits and perks of Ed. Creating a leave-behind for businesses. Also update existing businesses. Ed contact info, how to get business on website. Add umbrella program info.

Cadence – person from Lynnwood – they actively push people to come to Edmonds. Need to have something to give to her. Could be same design as ours but different content. Other items – window clings, pen holders, paper weights, mousepads, other leave-behinds. Important contact info, dates.

4th of July parade – we can distribute the Ed! tote bags. Idea to send coupons to businesses, all could participate; any participating business, bring card to any Ed business for a special discount. Send email to gauge interest. Let businesses know we are giving away bags, and if they want to give away bags, could include coupons in bags. Bring it to DEMA meeting for feedback. Will provide committee recommendation after DEMA meeting.

501c3 – Cadence will set up meeting with the city to discuss further.

Umbrella – Pam, Robert and Pam went around yesterday – noted potential locations for new bins, Pam will send email – what is their input on program, do they want bins. Need to educate business community best way to present these. Determined places where bin would work well, bar in others. How to bring them into parking areas. Could potentially create new return areas if newspaper racks are removed. Also present press about how much people like the umbrella program.

Restaurants – use them as concierge service. They are good hubs – hundreds going in and out.

Grants Program – received update that the museum walking map will be installed in the next few weeks.

5th and Bell – Jordana coordinating with Cadence to get final bike rack to install.

City Update – credit cards approved, not yet ordered. Assistant finance director – issue with people not paying dues. Patrick back Tuesday.

Ed summer meeting schedule – will meet once in June, July, August, 2nd Thursday of each month.

New Business – none.

Public Comments – Valerie from Waterfront Festival – is June 3-5. Includes 5k run. Free parking at Edmonds Elementary with shuttle. Proceeds from run goes to Washington Kids in Transition. Money from festival goes to scholarships and restroom project.

Adjourn – 9:19