



**Edmonds  
Downtown**  
ALLIANCE

**June 14, 2018**

**8:00 AM - 9:30 AM**

**Lobby, Edmonds Center for the Arts**

Meeting called to order at 8:03 am

Board Members/Administration in attendance: Kiersten Christensen, Carrie Hulbert, Matt McCulloch, Clayton Moss, Petra Rousu, Jenny Shore, Mary Kay Sneeringer, Mark VonGunten

City of Edmonds representatives in attendance: Patrick Doherty

Ed! Members/Guests: Joy Rai (Zinc), Judy Salinas (Glazed & Amazed). Pam Stuller (Walnut Street Coffee)

**Public Comment:** Judy Salinas from Glazed & Amazed wondered if a charitable project she is working on would fall under the Ed! Grant program. Jenny will follow up with her.

**President's Report:**

- Approval of previous meeting minutes from May 24, 2018: Mary Kay moved to approve the meeting minutes; Matt seconded. All in favor, none opposed.
- Kiersten and Carrie met with Greg Urban of the Edmonds Chamber of Commerce regarding upcoming business workshops. An Ed! Board member will attend each of the workshops; Petra on June 27<sup>th</sup>, Mary Kay on July 25<sup>th</sup> and Kiersten on August 22<sup>nd</sup>.
- Only one Ed! Board meeting will be held in the months of July and August: July 12<sup>th</sup> and August 9<sup>th</sup>.

**New Businesses added to the BID:** none

**Treasurer's Report:** Petra reported that dues received to date are ahead of last year and noted that most of the expenditures come at the end of the year. Everything is on target at this point.

**City Update:**

- Patrick reported that the City is moving ahead with the application for Edmonds to become a designated Creative District within the State of Washington.

- There is now a contract in place with Frontdoor Back, a retail consulting group that will address Edmonds businessowners on September 26<sup>th</sup>. Ed! previously agreed to contribute funds to bring this firm to Edmonds.
- Patrick has organized a tourism workshop to bring together the various stakeholders that promote Edmonds, including the Port, the City, Edmonds Center for the Arts, Cascadia Art Museum, the Chamber of Commerce, Ed!, and the whale watching tour group. The purpose is to promote more collaboration and a unified message.
- Public parking will be available at the 4<sup>th</sup> Avenue South lot beginning July 1<sup>st</sup>.

### **Committee Updates:**

- **Marketing:** There will be a meeting June 18<sup>th</sup> where the company chosen to design the Love, Edmonds program will present their ideas.
- **Appearance & Environment:**
  1. New umbrellas are here and are available at The Savvy Traveler. An article will be sent to My Edmonds News to request people return umbrellas to Edmonds. New umbrellas will incorporate the Love, Edmonds tag. Mark will check with other vendors for pricing.
  2. Crosswalk striping may cost less if the City uses their vendor.
  3. Petra and Pam visited 4 banks to discuss after-hours parking in their lots and all were surprisingly open to the idea. Washington Federal is ready to start as soon as signage is available.
- **Communication and Outreach:** Progress is being made by the committee on expansion of the current Ed! boundaries, which may include the Salish Crossing area and further south on 5<sup>th</sup> Avenue South.
- **Professional Business Resources:** no update
- **Grant Program:** no update
- **Administration:** The committee met and discussed the need to recruit Ed! members to serve on committees and continue to search for new board members.

**Other:** Kiersten nominated Joy Rai (Zinc) as a new board member. Petra seconded. All approved, none opposed. Welcome Joy!

Meeting adjourned at 9:10 a.m. Next Board meeting June 28th at 8:00 a.m. at the ECA.

