

Ed! Board Meeting 1-13-22

Meeting called to order: 8:03am PST

Board Members/Administration in Attendance: Cheryl Farrish, Deandra Peterson, Beth Sanger, Jen Lawson, Kimberly Koenig, Matt McCulloch, Olivia Brown Latham, Robert Boehlke, Carrie Hulbert

City of Edmonds Representative in Attendance: Megan Luttrell

Guests: Christine Poirier (Pear Tree Consignment), Holly Buchanan (Christina Science Reading Room), David Preston (Port of Edmonds), Kathy Solum (Edmonds Vision Center), Leslie Amman (Weathered Frame Photography), Liz Morgan (FIELD), Whitney Popa (Workhorse HQ), Jill Hall (Bench & Board)

Approval of Previous Meeting's Minutes: Kimberly moved to approve the Dec 9, 2021 minutes. Deandra seconded. All approved, none opposed.

President's Report: Cheryl presented. The annual review was a great reminder of how much we accomplished. Looking for new board members both to "open door" and "by-appointment" board positions. Terms open in April. The by-appointment term is open now. Let Cheryl know if you are interested.

Treasurer's Report: Carrie presented. Preliminary information from the city was just sent. The BID received \$2500 (from assessments) less than what was budgeted. Expenses look like they will be lower than budgeted, \$7200 versus \$6800. City paying for the trolley really helped. Cheryl asked if anyone has interest in numbers and analysis to consider filling the treasurer opening left by Cali.

New Businesses Added to BID: Matt reported. None were added.

City Report: Megan Luttrell presented. Brought on interim director, Doug Merriman. He is not taking over all of Patrick's duties. Works for Sedro Wooley and Oak Harbor in other capacities. Welcomed us to attend the State of the City address by Mayor Nelson on January 20, 2022 via zoom. 10,000 visitors' guides were ordered and will be distributed. ARPA funding is still being distributed. Does not have a lot of information on the recruitment efforts to fill Patrick's position. Cheryl asked for the "hold harmless" request by the church to use the lot for after hours. The city may be waiting to fill Patrick's opening before moving forward.

Committee Updates

- **Communication & Outreach:** Matt presented. The committee would like to transition to remote introductions and calls. Covid makes face to face difficult. Carrie updated website with introduction materials. She added a landing page, introduction, board members, year in review, assessment info, etc. Matt moved to approve the 2022 My Edmonds News Budget for \$330 and approve 2022 New Member Communication Budget for \$300. Olivia seconded. All approved, none opposed.
- **Admin:** Cheryl presented. The board met and discussed board terms. Cheryl moved to approve 2022 Operating Expenses Budget for \$755 and approve 2022 Miscellaneous Supplies Budget for \$150. Jenn seconded. All approved, none opposed. The budget

covers Zoom subscription and website hosting. The fund for miscellaneous supplies is used for printing of promotional materials. Expenses are on track with prior years.

- **Marketing:** Kimberly presented. Welcomed Whitney, a new freelance writer. The February "Love List" Promotion will consist of a table tent that shop owners can write what they love in their store. Each location will get a cupid window cling. Fill out google form or email Carrie to participate. All are welcome to pick up hanging lanterns at Rogue to celebrate Lunar New Year. If you are interested in doing a promotion, please let Carrie know so it will be included in social marketing. Lunar New Year Edmonds is January 29th. Winter market will start and lion dancers perform downtown.

Edmonds Holidays Results were presented by Carrie. The City of Edmonds felt more back to normal this season. Started the Ornament Stroll - 21 retailers participated. Festive Drink Bingo was a big hit – 21 locations signed up. Holiday window cling were hung throughout Edmonds. Online gift guide was posted. Holiday trolley ran through town on 3 Saturdays. Ed! posted 62 times on social media. Added over 300 Instagram followers. Published 10 articles. Added a travel blogger/influencer who posted on her Instagram. Our website had 35,000 visits, up 75% over last year and up 21% over 2019 (a more comparable year.) Increased our page reads. Home page, market calendar, feature page were all viewed. Search is working well. Social is our second referrer. Most are looking for events. Good click through rate. Nearing 200,000 impressions. Ornament Stroll: people were excited to receive the gift, but did not know about it before hand. May want to do this annually and may want to feature ornaments on website.

- **Appearance & Environment:** Cheryl presented. Cheryl moved to approve After Hours Budget for \$1500. Kimberly seconded. All approved, none opposed. Ordering more umbrellas in the spring. Rogue has umbrellas available in the basement. Carrie will also try to distribute. After hours parking: The church at 6th and Maple has a large lot. Willingness to participate. Concerned with liability and wants the city to provide hold-harmless language in the contract. Signage cost is included in the budget.

New Business: n/a

Meeting Adjourned: 8:42am PST