

Ed! Board Meeting 2-10-22

Meeting called to order: 8:01am PST

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

City of Edmonds Representative in Attendance: Doug Merriman and Megan Luttrell

Guests: Vivian Olson (City Council,) Kathy Solum (Edmonds Vision Center,) David Preston (Port of Edmonds,) Whitney Popa (freelance writer.)

Approval of Previous Meeting's Minutes: Matt moved to approve the Jan 13, 2022, minutes. Kimberly seconded. No discussion. All approved, none opposed.

President's Report: Cheryl presented. Exciting to see first time events celebrated in Edmonds: Lunar New Year, Apres Edmonds, and Love Lists. Whitney Popa did a write up on Lunar New Year. And Love Lists is an in-store promotion. Ed! provided the table tents and the merchants filled in the list of Valentine's items for sale. Met with Doug Merriman to open lines of communication between Ed! DEMA and the Chamber. During the last City Council meeting, the finance committee had Ed! on the agenda and she would appreciate notification when Ed! comes up.

Public Comment: Vivian Olson spoke. There was discussion of outstanding BID receivables at the past City Council meeting. A task force was created to investigate the policies to collect and enforce the payment. The task force will talk to downtown business owners who are pro and against the BID. The members of the task force are the city finance director, Dave Turley, and councilmembers Susan Paine, Diane Buckshnis and Vivian Olson. The task force will also investigate different options to charge the BID for the administration costs incurred by the city to maintain accounts. Kimberly asked if the task force was questioning the existence of the BID. Vivian replied there was no agenda to dismantle it. She said that if council doesn't do anything about the collection in arrears, it does not feel right. Cheryl added the process to terminate the BID would be the same as the it was to initiate. She also stated most BIDs do not pay for admin costs. Our BID assessments total \$80,000/year. We have the same amount in arrears, half from businesses that are out of business and will never be collected. Vivian said the first brainstorming session is coming up and would welcome BID members to attend. Doug added three rules that really help the relationship between the city and business owners: communication, communication, and communication. He said he is talking to finance director Dave Turley about the delinquent accounts. City has an ordinance that requires the city to do something. Needs to get more history. Robert offered his insight as to how the BID came together.

Treasurer's Report: Carrie presented. Last year, we collected \$2600 less in assessments than projected. Expenses, however, were \$9600 less than budgeted. Therefore, we have a \$29,000 fund balance. Anticipated a \$23,000 balance. We can make a request to council if we want to spend it.

New Businesses Added to BID: Matt reported. 5 new licenses: Kahlo's Cantina, Virtu-trial, Torres Health, Notary in Motion, FPG (Beck's Funeral Home.)

City Report: Doug presented. The city is looking into grants for the 4th Ave project. Carrie asked if the budget for the 4th Ave cultural project was discussed. Doug said that the Arts Washington grant is an option. Needs one to one funding. Kimberly asked if Walkable Main Street is on the table. Doug did not have a definitive answer. Cheryl asked where the Wayfinding Signage stands. Ed! submitted a letter to have \$20,000 reinstated for the sign that was approved before the pandemic. Vivian offered to investigate it. Does not know more about Walkable Main Street or Green Streets.

Committee Updates

- **Communication & Outreach:** Matt presented. Time to start planning annual meeting. Virtual meeting planned for April. Need \$750 for mailing costs and updating the postcard. Matt motioned for \$750, Jenn seconded. Cheryl explained that we must mail these out - electronic is not an option according to the BID by-laws. Motion carried.
- **Admin:** Cheryl presented. By-appointment position open immediately. Kimberly is making outreach. Open-door position available in April.
- **Marketing:** Carrie presented. Love Lists going on. Window clings and table toppers are part of the promotion. 25 businesses participated. Earth Day campaign “being green in Edmonds” is being explored. Kimberly made a motion for \$500 for web updates. Jen seconded. Carrie explained that we have \$3500 budgeted for the year. Wants to get a more secure SLS certificate this year. All approved, none opposed.
- **Appearance & Environment:** Cheryl presented. The cost of umbrellas has gone up \$2/unit; we order 600 each year. We lose them every year. We could also compromise on quality. This is a big chunk of our budget. Cost is up to \$16 each.

Meeting Adjourned: 8:50am PST