

**Ed! Board Meeting** March 9, 2023

**Meeting called to order:** 8:01am

**Public Comment:** Liz: Porchfest will take place on Sept 9, a day before the Chamber Car Show. Want to partner with downtown merchants and businesses. Welcome suggestions to make it more successful. The committee wants more streets to be closed. Could close the same streets as the car show, a day early. Kimberly suggested a backroom blowout sale to capitalize on the foot traffic. Erica wants to find a solution for the lack of retail sales.

New Edmonds map has been designed by Elizabeth Person. All of Edmonds, and downtown Edmonds specifically, is included in the map.

David: Puget Sound Express whale watching boat has started going out for grey whales.

**Board Members/Administration in Attendance:** Kimberly Koenig, Jen Lawson, Matt McCulloch, Olivia Brown-Latham, Robert Boehlke, Beth Sanger, Ricky Bobadilla, Cheryl Farrish and Carrie Hulbert.

**City of Edmonds Representative in Attendance:** Todd Tatum (Community Services and Economic Development Director)

**Guests:** Liz Morgan (FIELD), Whitney Popa (Workhorse HQ), Erica Sugg (Edmonds Chamber of Commerce), David Preston (Port of Edmonds,) Kathy Solum (Edmonds Vision Center,) Logan and Christine Harris (Camp Vintage,) Jason Arnell (People's Bank.)

**City Report:** Todd Tatum: Sketcher Fest international is July 14-16. The Lunar New Year celebration is broadening up and including ECA and Civic Field as well as downtown. Want to keep growing.

Marketing is working on a new branding exercise to be consistent.

Hospitality grants open on March 14. Businesses with losses of over 20% are welcome to apply. Webinar info on March 13.

Parking lease has been signed for the Bank of America lot. Parking will be available weekdays after 6 and on weekends from March 15 through Dec 31.

Erica: Connect Edmonds is on March 21 at Brigid's. It is a sold-out event.

Parade registration is open for the 4<sup>th</sup>. Beat Brackett foot race will take place. No fireworks in downtown Edmonds this year.

Events in April: Chamber Foundation Laugh-a-thon, April 29, at Masonic Lodge, also known as the old Edmonds Opera House. On April 15, the Old Edmonds Opera House will host a mini concert featuring a band from the Taste. The chamber has lots of plans in place for a successful Taste.

**Approval of Previous Meeting's Minutes:** Jen made the motion to approve Feb 9, 2023 minutes. Olivia seconded. All in favor, none apposed.

**President's Report:** Annual meeting on April 11<sup>th</sup>. Election of new board members and executive committee will take place at the meeting. Still need to fill the position of VP. The board received feedback from a member about what Ed is doing/not doing for equity and inclusion. Would like a presentation or a partnership with the Vida Agency to learn more.

**Treasurer's Report:** Has not gotten the info from the city.

**New Businesses Added to BID:** NC Concept store (Natalie has taken over the Crush Footwear), Medicine Dance, JR Kennedy apartment rental.

### **Committee Updates**

- **Admin:** Board positions. Musa's open-door position is open for one year. This is an appointed position. Matt's position is being filled by Jason. One by-appointment position is open, and it is a three-year term.
- **Marketing:** Working on Green Edmonds. Nine businesses have signed up. Bring your own container on Earth Day for planting seeds is the promotion. Giving out seed packets and window clings to downtown businesses. May add the video option like Love Lists. Ed! is partnering with the Chamber and the City for Green Edmonds. Will use the same marketing and will highlight each other's events. Tips for Small Businesses from an attorney by Whitney Popa will be published soon. The women-owned-businesses article is still going strong.
- **Communication and Outreach:** Ricky will be speaking at the meet and greet. Carrie annual meeting update: has contract from ECA for April 11 at 6pm. Invitations getting mailed on Friday. Cash bar and light snacks.
- **Appearance & Environment:** Working on signage for the new lots that the city has secured. Mark VonGutten is doing the design. Fifty new spots at Bank of America parking lot. Loving Summer campaign may need stronger poles. Also looking at other signage opportunities, like wayfinding signs. May consider adding a QR code to downtown signage.

**New Business:** n/a

**Meeting Adjourned: 8:40**