

Ed! Board Meeting May 11, 2023

Meeting called to order: 8:03AM

Public Comment: none.

Board Members/Administration in Attendance: Kimberly Koenig, Jen Lawson, Olivia Brown-Latham, Robert Boehlke, Jason Arnhill, Lisa Epstein, Ricky Bobadilla, and Carrie Hulbert.

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

Guests: Liz Morgan (FIELD), Erica Sugg (Edmonds Chamber of Commerce), David Preston (Port of Edmonds), Maya Hargroves (Little Bipsy.), Michelle Behr (Edmonds Bookshop), David Preston (Port of Edmonds), Lee Reeves (Vertical Wine Collective), Rachel Dobbins (Edmonds Art Walk), Kathy Solum (Edmonds Vision Center), Chris Dime (Dime & Asso.)

President's Report: n/a

Treasurer's Report: Jason Arnhill- Projected revenue review, expense review. Discussion of billing of new assessments. Projected assessments for 2023 will likely be higher than projected. Discussion of fund balance in excess of the 10-15% we are required to keep in the account.

City Report: Todd reported. Visit Edmonds website and initiatives. Working on branding, cohesive look. Hired DVA as marketing consultant. Renaming, Brand pillars, Brand Promise. Asked for input from the group on the proposed ideas, most liked the name "Explore Edmonds" concept. Discussed the idea of a shuttle between neighborhoods with Community Transit.

Chamber Program: Comedy Show Report for Foundation Board raised \$6000 for Wish Fund. Events: Connect Edmonds June 6, Boathouse Taproom, Kiwanis Citizen of the year June 8, Thai Cottage, Pacific Park Launch June 3, 4th of July deadline for parade June 18, Beat Brackett deadline June 26, Taste Edmonds Aug 11-13

Art Walk/Wine Walk: Art Walk Live Music at Graphite. Wine Walk, July 1 & Aug 5, expanded, featuring tasting rooms, Mural at Main Street Commons is now installed.

Approval of Previous Meeting's Minutes: Kimberly Koenig moved, Jason Arnhill seconded, approved.

New Businesses Added to BID: No new businesses from the city.

Committee Updates

- **Admin:** n/a
- **Marketing:** Carrie & Kimberly, Summer programs, idea about temporary mural somewhere. Chalk Drawing Contest possibly 4th ave. (coordinate with Art Walk?). Move to approve Loving Summer budget \$4500, Kimberly moved, Richard Seconded, Approved
- **Communication and Outreach:** Ricky presented. New member visits are ongoing.

- **Appearance & Environment:** Carrie presented. Umbrellas-please sign up to distribute. Asking businesses to store the stands for summer. Kimberly moved to approve \$10,600 for 2024 Umbrellas, Jen Lawson seconded (600 per year). Approved. Flag Poles for Lovin Summer flags, need to replace with wood, will investigate cost and sourcing.

New Business: n/a

Meeting Adjourned: 9:04