

## **Ed! Board Meeting Jan 11, 2024**

**Meeting called to order:** 8:06

**Approval of Previous Meeting's Minutes:** Dec 14, 2023 moved by Cheryl Farrish, seconded by Kimberly Koenig, unanimous approval

**Public Comment:** Transportation Dept, with Scott Stout announcing a new event, a bike race in downtown Edmonds this summer. ½ mile loop, late morning until evening for races, early morning til late night for setup and breakdown. Showed info on the Everett race that is similar to what they are considering. Pro riders would be racing in the later afternoon and evening, but crowds are expected all day. Wanting to promote cycling as a transportation option and use of the new bike lanes. Edmonds Advocacy group has strong support, as well as the school district. Expecting it to draw from Oregon and BC as well as all over WA. Shoppers and restaurant use expected. Will be a shuttle from 5 corners and/or Westgate. Extra bike racks provided. Very spectator friendly. Everett's race was 2 days in 2 different locations. Everett went so well that they have been invited back by the business community. Sponsorships available. 300-500 racers plus their families and friends. Discussion: Beth asked about the possibility that a business would have to close because of no access, Scott said there has never been a case where that happened. Their staff would escort people, and crossing can happen between groups. Jason asked about local volunteers, yes they would be actively recruiting, the local bike club would be most of that. Focus is on community building. Twilight races are the most popular (when the pro racers are riding). Sponsorships and promotions will be announced between races. Will have to work around the Farmer's market to decide the route.

**Board Members/Administration in Attendance:** Carrie Hulbert, Jen Lawson, Olivia Brown-Latham, Venus Corteza, Beth Sanger, Robet Boehlke, Jason Arnhill, Lisa Epstein, Cheryl Farrish, Jason Arnhill, Kimberly Koenig.

**City of Edmonds Representative in Attendance:** Megan Luttrell, Todd Tatum, Bertrand Hauss

**Guests** Whitney Popa, Scott Stout- WA State Bicycling Asso, Theresa Williams-Gallery North, David Preston-Port of Edmonds, Sheila Cloney, Christine Poirier, Liz Morgan

**President's Report:** Holiday recap. Trolley was great except the wasp incident. Trolley ideas for next year? City will no longer be sponsoring the trolley. City council wrap up next Tuesday at 6:00. Support will be appreciated. Our Budget was approved. Ed! Executive Board positions need filling, please reach out if interested. Open door and closed door positions. See the newsletter.

**Treasurer's Report:** presented by Jason, Nov numbers 2856.91 which was over projections. \$117,109.70, projections were approx.. 119,000. Probably end up short for the year.

**New Businesses Added to BID:** No new businesses this month. Treasures and Teas reopened under new ownership.

**City Report:** Todd- Lunar New Year, Lanterns up around Jan 24. Event is Feb 10, 12-2:00 ECA, 2-6:00 Market at Civic field, beer garden, music, lion dancers back to ECA, reception 6-

7:00 and then a Chinese American artist will be performing that evening. Winter market starting up last Sat of January through April. Creative District work plan items to be more collaborative with marketing. New Mayor is in place. No major changes yet.

**Chamber Program:** Erica was not in attendance. Olivia reported on website being down and emails not going through from Dec 30-Jan 8

### **Committee Updates**

- **Marketing:** Holiday Wrap up. MOTION: Winter marketing campaign \$1000, website updates \$1000 moved by Kimberly Koenig, Seconded by Cheryl Farrish, passed unanimously. Love Edmonds campaign coming up. Palentines Evening Thursday Feb 8, shops staying open later so far, some restaurant events. Local cross promotions, video or written. Cupid stickers, window clings. Holiday Recap by Carrie. First Dibs (19 businesses), Festive Drink Bingo (23 participating businesses), Holiday Window Clings (52 businesses), Holiday Trolley 4 days this year, maybe need to consider doing 2 days each week next year. More demand than we could cover. Good Social Media growth. City budget helped push growth in social media. website 21% more visits than last year
- **Communication and Outreach:** Sheila Cloney update on DEMA, sending out survey to gauge interest in continuing meeting as an informational group. MOTION: \$330 My Edmonds News sponsored content \$250 new member packets, Kimberly moved, second Jason Arnhill. Passed unanimously.
- **Appearance & Environment:** Venus reported. Supplemental funding for downtown map signage is not going to happen. Alternative is window clings with a QR code that links to an online downtown map, placed both in downtown and around town at transportation hubs. A refresh of the organization of the website would be needed (recategorization of business for easier navigation, more robust information and adding maps to some pages).
- **Admin:** MOTION for \$800 for operating expenses and \$150 for misc. supplies. Moved Kimberly Koenig, seconded by Jason Arnhill, passed unanimously.

**New Business:** none

**Meeting Adjourned: 9:05 am**