

Ed! Board Meeting June 13, 2024

Meeting called to order: 8:02 AM

Approval of Previous Meeting's Minutes: May 9, 2024 moved by Lisa, seconded by Jen, discussion, adjustment to add Shiela Cloney voted in to VP, Moved by Olivia, Seconded by Kimberly, unanimous approval

Public Comment: none

Board Members/Administration in Attendance: Jen Lawson, Olivia Brown-Latham, Beth Sanger, Ricky Bobadilla, Lisa Epstein, Kimberly Koenig, Cheryl Farrish

City of Edmonds Representative in Attendance: Megan Lutrell, Todd Tatum

Guests: Christine Harris (Camp Vintage), Whitney Popa, Sheila Cloney (Anchor Chic), Jennifer Cullen (Paper Feather), Piper (Edmonds Growth Partners), David Preston (Port of Edmonds)

President's Report: Please make it a priority to attend committee meetings to allow programs to move forward. Porchfest Sept 7, 2024. Kimberley made a motion to write a letter of support for the street closure from the Ed! Board, seconded by Olivia. Discussion. Shiela asked why the city was opposing the closure. Jen stated that they are still in discovery about why. Voted and passed unanimously.

Treasurer's Report: presented by Carrie as Jason is absent. Short \$2,700 from budget of assessments. Billing issues from the city- corrected invoice for 1st quarter 2024 have been sent out. Nothing else new.

New Businesses Added to BID: Ricky- New businesses Toothwise PLLC, Victor Tavern, Atlas Coffee Importers.

City Report: Todd-City looking at doing something for World Cup next year in Seattle. Pride in full swing. City Council voted to join the fire district Regional Fire Authority. Has to go to the voters, there will be a levy. Spring 2025. ADU/DADU passed, up to 2 units. Comp Plan in progress, outreach happening, environmental impact screening of the two options. Budget process is changing to 2 year budgeting. Primary budget approval in 1 year, review the next. For the BID, we need to submit to council a proposed budget in July and can tweak in October.

Budget: Review of last years budget, adjustments for \$5000 to the consultants from the excess fund balance. Directional signage still happening in modified form as window clings and website landing page. Excess will roll forward into new year as fund balance. Discussion of adjusting the pay for Emily the Elf or adding a second Elf for the Holiday Trolley. Marketing committee will investigate Sponsorship for the Trolley since the city won't be subsidizing this year or going forward.

Chamber Program: Olivia reminder about July 4th and Taste, volunteers and floats needed for the 4th, The Chamber Foundation is also looking for board members, especially those with non-profit and fundraising expertise. You do not need to be a Chamber member to serve or receive WISH fund grants.

Committee Updates

- **Admin:** Engaging with the Consultants on BID evaluation. Work plan in progress, information gathering. Anyone welcome to engage and be involved, please get feedback from other business owners.
- **Marketing:** Pride Stride, Pride event on the 22nd, Lovin Summer, window clings and stickers, posters, Holiday already in planning, Umbrellas ordered, will be in by end of summer w/QR code. City got a grant for \$7500 for a media tour of Edmonds on Sept 19th-21st.
- **Communication and Outreach:** Ricky & Shiela- the welcome packet has been modified to a brochure. They're at Anchor Chic if anyone wants to pick up. Also mugs are still in the works. Rogue has a sublimation printer, maybe just buy blank mugs and make them as needed. Jen will investigate. Edmonds Civic Roundtable did a boards and commissions meet and greet. Kimberly and Shiela were there. Small turnout but good interaction.
- **Appearance & Environment:** Cheryl Farrish-Umbrellas, Mural outside Maize & Barley, more interactive than the octopus. Maybe an Ed! Umbrella, bubbles, something with more vibrant colors. Need approval for \$2000 for the mural. Moved by Cheryl, seconded by Olivia, discussion. Vote passed unanimously.
- **New Business:** Discussion of possible involvement in a Mexican Independence Day celebration.

Meeting Adjourned: 8:51 am