

## **Ed! Board Meeting Mar 13, 2025**

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

**Approval of Previous Meeting's Minutes:** Feb 13, 2025 moved by Jen, seconded by Olivia, discussion, unanimous approval

**Public Comment:** Caftan Club putting on Roper Romp August 2. Cheryl would love any ideas on how the businesses can participate.

**Board Members/Administration in Attendance:** Jen Lawson, Olivia Brown-Latham, Sheila Cloney, Liz Morgan, Beth Sanger, Carrie Hulbert, Cheryl Farrish

**City of Edmonds Representative in Attendance:** Megan Luttrell

**Guests:** Sloan Duncan (Robotics Team), Whitney Popa (Features Writer), Alex (Citizen)

**President's Report:** Sheila reporting, discussed the BID refresh and her process for researching it. Met with all of the council members and Mayor for fact finding and to create a work plan. Current thought is to extend the timeline to a 3-5 year plan. Exploring the Main Street option as an additional opportunity, will be a longer process than currently expected.

**Treasurer's Report:** Presented by Carrie-On track for budget

**New Businesses Added to BID:** Carrie- Engel College Consulting

**City Report:** Megan Luttrell- Council is deciding on further cuts next week. Pride is a month long of events, big event June 28<sup>th</sup>.

**Chamber Program:**

### **Committee Updates**

- **Admin:** Carrie-Need Board members, especially Officers
- **Marketing:** Jen- looking for new ideas for Green Edmonds. Shopping events are not really working, need new ideas. Shop local messaging. Pride coming up, revamping Pride Stride.
- **Communication and Outreach:** Annual Meeting- Carrie April 22, 6pm at Opera House, Kelnero is donating a cash bar. Flyers to hand out directly to neighbors, we challenge every business owner to directly contact their neighbors to invite them.
- **Appearance & Environment:** Cheryl- Umbrellas, time to reorder 600, motion to approve \$10,600, Olivia seconded, discussion, unanimous approval. Umbrellas are still in the basement of the same building, access is limited until the new business opens (Box & Bottle). Still working on directional signage. Need new board member on the committee as Cheryl is terming off the board.
- **New Business:**
- **Meeting Adjourned:** 8:44am