

Ed! Board Meeting August 14, 2025

Meeting called to order: 8:01

Approval of Previous Meeting's Minutes: July 10 & 16, 2025 Jen Lawson moves to approve the meeting minutes, Ricky Bobadilla 2nds, no discussion, unanimous approval.

Public Comment: No public comments.

Board Members/Administration in Attendance: Carrie Hulbert, Jen Lawson, Sheila Cloney, Olivia, Ricky Bobadilla, Liz Morgan, Connie Zuck Watkins, Brandan McKerney, Beth Sanger

Guest: Nora

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

Guests: Whitney Popa (Features Writer), Olivia Brown Latham (Sugarology), Kap (?)

President's Report: Sheila- Recap of the Board retreat that met on July 16th. We have a summary of our proposal for City Council (hard copies given to those in attendance). The plan is that Council will decide by the end of the year. It's important that we get this information in front of them before the next election to ensure knowledge is retained regarding our organization and what our recommendation is.

Motion 1 - That the Board not re-establish the BID using the method proposed by Uncommon Bridges (UB) as outlined in R-1543.

The Ed! Board does not agree that the BID should be rep established based on the following reasons:

- The City Attorney has confirmed that the BID was legally established
- There is not broad demand among the community to re-establish it, and
- The Board lacks the capacity to undertake the type of work proposed by Uncommon Bridges to re-establish.

Discussion: Todd believes that the proposal suggested was by council and not Uncommon Bridges. Suggests the follow for the 3rd point - "BID lacks the capacity to undertake a petitioned method of reinitiation as proposed by city council"

Motion 2 - Ed! Adopt a three-five year work plan to address the issues covered in R-1543

Discussion: The Ed! President has drafted a detailed work plan for the Board's review and approval this Fall that addresses the issues outlined in R-1543. Sheila wants to be crystal clear about the scope of work. The scope of work would become the roadmap that others can work off of in years to come.

Motions 3 - Request Council commitment that disbandment of the BID will not be pursued

during the three-five year work plan.

Discussion: The Ed! Board is reluctant to undertake a 3-5 year plan if there remains a possibility that the Council may choose to disband Ed! during that timeframe.

Motion 4: Recommend that the completion of the 3-5 year work plan which addresses the issues in R-1543 serve as a quasi re-establishment of the BID.

Discussion: The Ed! Board has been addressing this issue since 2023 and does not want to be faced with revisiting it again shortly after the work is completed. This concern could be resolved through the Sunset Clause, which will be developed as part of the work plan.

Motion 5: Request a budget adjustment to fund additional hours for the Ed! Consultant to assist the Board complete the 3-5 year work plan.

Discussion: Even a simplified approach to refreshing the BID does not change the core issue: the Ed! Board does not have the capacity to complete the proposed 3-5 year work plan without additional resource. Ed! Is an advisory board - not a working board- and its current structure limits its ability to carry out such an extensive effort. ***Invest in the resources that we have.***

Ed! Estimates that hiring UB, recognized expert in this field, to re-establish the BID for Edmonds would cost between 80K - 100K. In light of this, Ed! Recommends increasing consultant hours to support completion of the “refresh and ensure progress toward the goals outlined in the work plan.

Todd suggests adding information regarding the people hours that it would take to move forward with what the council has proposed. Where would that 300K in time be better spent. To require the BID to reestablish, the work is on the back of the small businesses.

Motion 6: Recommend that the BID disband if the Council is unable or unwilling to approve Ed!'s recommendation 1-5

Discussion: The Ed! Board does not have the capacity to undertake the dowry required to re-establish the BID using the methodology outlined by UB. The efforts undertaken between 2023 and the present have left the organization weary and at a crossroads - where disbandment appears to be the only viable option if re-establishment through the collection of signatures remains the sole path forward.

This conclusion was not reached lightly. It reflects the toll of a Board stretched too thin, operating in the face of an uncertain future - factors that have significantly strained the Board's ability to sustain its work.

The goal of the BID is to help small businesses, so why are we requiring small businesses to take on this burden.

Motion 7: Request that an email be sent from the City of Edmonds to Washington Main Street requesting that the State transfer it's Main Street Affiliate Status to the 501c3 known as the

Edmonds Downtown Business District Association.

Discussion: Per the City Attorney, no council action precipitated the City's acquisition of Affiliate Status from the State of Washington. An email from the City to Washington Main Street relinquishing the City's start to a 501c3 as primary contact may be sufficient.

Motion 8: Recommend that the 501c3 known as the Edmonds Downtown Business District Association be directed to begin activating the Washington Main Street Affiliate Status and start the work to gain Main Street Community Status.

Discussion: The individuals listed on the Edmonds Downtown Business District Association paperwork - who are also Ed! Members - along with any other interested parties within the BID boundaries, will be invited to participate in discussion about activating the Edmonds Main Street Affiliate status after the start of the new year, provided the city transfers the status.

Todd has concerns about Motion 7 & 8 and believes that we're putting the cart before the horse and that the request should come from the 501c3, not the BID. Suggests that the motion should be that the BID supports the establishment of Main Street by way of a 501c3.

Suggestion to remove Motion 7 & 8 and reword a new motion to state: The BID supports the formation of a separate Main Street organization. Declaring support of a 501c3 to take on Main Street affiliate status and the BID's interest in working closely with this non-profit to leverage sources of available funding.

In the presentation, it would be nice to review the Motions and separately, present the work plan. A suggestion to also address what Main Street is vs. BID.

NEW Motion 7: Declaring support of a 501c3 to take on Main Street affiliate status and the BID's interest in working closely with this non-profit to leverage sources of available funding.

Motion 1: Jen Lawson makes a motion, Connie Zuck Watkins 2nds, No Discussion, Passes

Motion 2: Beth Sanger makes a motion, Ricky Bobadilla 2nds, No Discussion, Passes

Motion 3: Brendan McKerney makes a motion, Jen Lawson 2nds, No Discussion, Passes

Motion 4: Connie Zuck Watkins makes a motion, Ricky Bobadilla 2nds, No Discussion, Passes

*****Change Request, "quasi" to "de facto" in language for Motion 4, Beth Sanger makes a motion, Ricky Bobadilla 2nds, No Discussion, Passes***

Motion 5: Ricky Bobadilla makes a motion, Brendan McKerney 2nds, No Discussion, Passes

Motion 6: Jen Lawson makes a motion, Connie Zuck Watkins 2nds, No Discussion, Passes

Motion 7: Ricky Bobadilla makes a motion, Brendan McKerney 2nds, No Discussion, Passes

Treasurer's Report: Jen Lawson - No new report at this time.

\$700, Main Street Conference Ricky/Brendan

New Businesses Added to BID: none

City Report: none

Chamber Update: none

Committee Updates: none

Admin: none

Marketing: Jen Lawson moves to approve \$1500 for the marketing budget for standard website updates. Ricky Bobadilla 2nds, no discussion, passes.

Communication and Outreach: Ricky Bobadilla moves to approve \$700 for those attending the Main Street Conference in October. Brandon McKerney 2nd. No Discussion, Passes.

Appearance & Environment: none

New Business: none

Meeting Adjourned: 9:04 am