

Ed! Board Meeting September 11th, 2025

Board Members/Administration in Attendance: Jen Lawson, Jen Cullin, Connie Zuck Watkins, Beth Sanger, Brandon McKerney, Sheila Cloney, Carrie Hulbert

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

Guests: Olivia Latham (Sugarology), Tristine Drennan (Little Bipsy), Whitney Popa (Features Writer), Brandi Alsdorf (Centerpoint), Rachel Gardner (Musicology)

Meeting called to order: 8:05am

Public Comment: Olivia congratulated Todd on his new position. City Administrator, new city role

Approval of August 14th 2025 Board Meeting minutes: Jen made motion, Connie seconded, unanimous approval

Presidents report: Bid refresh project set to go before the City Council meeting on Sept 16th 6pm, not regular meeting, Zoom meeting instead, Council has been briefed and all are on board. A resolution will happen soon after, TBD. then the work plan will start in January. Todd hears the council is pleased with the work so far. October meeting the Mayor is planning to come speak in a nonpartisan way about the proposed levy lift. Just wants to bring us up to speed. Pro and Con committees have met as well, the Con chair will be here that day as well to do public comments. Todd reiterated the city has strict rules about how you talk about things on the ballot.

Treasurer's Report: Jen reported that we are down with assessment revenue for month.

New Businesses in the BID: Carrie reported Vertical Wine Collective, A-Rise Pipe Support, Salon Republic, Strategy Ecommerce, Cornerstone Home Lending, Eide Bailly LLP
New retail: Aloha, Hawaiian Shop, will open down by the ferry terminal.

City Report: Todd reported that there is a budget retreat, with council. Levy lid lift is for police, parks, planning, streets, sidewalks. Mayor's mid biannual budget presentation is Sept. 30th. EDC is Researching paid parking and b&o tax, EDC meeting is open to the public on September 24th 6pm Frances Anderson hybrid. Parking slowly incrementally, b&o tax is more challenging re determining revenue, wants to meet with businesses to see if businesses have strong feelings about other options. October meeting with businesses to get their opinions.

Committee updates:

Marketing: No fall promotion. First Dibs is Nov. 15th, and one more trolley sponsorship available. Trolley company is coming along. Any businesses that want to do an activity during trolley Saturdays can contact Carrie. Jen makes a motion to approve the \$8845 holiday budget, Connie 2nd, unanimous approval.

Communication & Outreach: Main street conference in Oct 8-10, \$700 budget for it, Gig Harbor. Olivia, Sheila want to go so far. Discussing a networking event, which will be after hours to meet new business owners. No quorum needed, or agenda. Social gathering is ok. Camp Vintage will host the first one in October.

Appearance & Environment: Met and talked about the map clings, design coming soon. Table tent option if wanted. Will have more info soon.

Meeting adjourned: 8:43am.