

Ed! Board Meeting November 13, 2025

Meeting called to order: 8:01

Approval of Previous Meeting's Minutes: October 9th Minutes. Jen made motion, Brandon seconded. Motion passed.

Public Comment: No public comments.

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

Members: Kathy Solum, Tristine Drennan, Beth Sanger (Ombu), Brandon McKerney (Fox & Bottle), Fred Milani (Girardi's), Cecilia Fisher (Slate Salon)

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

Guests: Whitney Popa (Features Writer)

President's Report: Sheila- Darrol Haug from EDC was going to come and speak regarding paid parking. Sheila asked that they go about this in a different way as there would not be enough representation at the meeting.

Todd: the most appropriate call about what the EDC is doing is "scoping". There are a number of revenue options including B&O and paid parking. Next steps will be the EDC meeting tonight to discuss these topics. In the Brackett Landing Room 6pm, City Council will then be presented this on Tuesday Nov 18th at 6pm virtual meeting.

Liz: Will there be due diligence on the part of the EDC to reach out to the small business community? Bringing the members together to discuss and vote, or a poll.

Todd: There has not been outreach and communication yet with the business community and there needs to be. The EDC did do outreach with businesses regarding B&O. Todd feels that the Council will not rush to any decisions.

Sheila: Who can attend the two meetings? Jen Larson, Brandon McKerney, Connie Zuck Watkins can attend the 18th. Would like the BID members to attend and do their research on paid parking in other cities in Washington. Sheila/Liz/Cecilia will try to attend the meeting on 11/13.

We have not heard back from the City regarding future of the BID. Todd said that resources are not available to draft a resolution and the city attorneys do not have bandwidth at this time.

Cecilia: We need to communicate simply. We all receive too many emails.

Brandon: A different style of outreach is needed.

Todd: Where can Council support and focus to help our businesses? Port is doing a parking study on their own which will wrap up on Spring.

Connie: Just getting the word out that meetings are happening is helpful.

Sheila attended the ECR meeting on Monday the 10th and presented along with the Chamber and Cascadia Museum. The .01% tax for the arts was discussed. Sheila discussed the importance of supporting independent businesses.

Megan: felt that it went well and people have a better understanding of what the BID is and what it supports.

Treasurer's Report:

Jen: Down in assessment revenue.

New Businesses Added to BID:

City Report: Todd: The levy failed. The public process and democracy is not always clean and fun but respects that the voters came out. Gives Council more to talk about and we need to figure out how to fund the city. CC has a budget retreat on Friday the 14th. Size of budget and size of cuts will be discussed and worked out. Timing will be discussed and hopefully there will be some decisions made. April or November would be when a new levy would be considered if they decide to do that.

Chamber Update: none

Committee Updates: none

Admin: Sheila - in the next month, we discuss and vote on the contract for our Program Manager. We will need to make an amendment to the contract once BID refresh numbers are known. Program Manager/Photographer/Copy Writer.

Marketing: Carrie: First Dibs, Businesses please continue to market this. Holidays are moving along. Trolley will be here, Chamber is doing the tree lighting ceremony.

Communication and Outreach: none

Appearance & Environment: Carrie: directional map has been modified a bit. Hopefully we have a design to show you next meeting.

Todd: Wants to make sure that we show appreciation for others and he wants to thank everyone for all they do.

New Business: none

Meeting Adjourned: 9:00 am