

## **Ed! Board Meeting January 8, 2026**

**Meeting called to order:** 8:00

**Approval of Previous Meeting's Minutes:** December 11th Minutes. Jen made motion, Connie seconded. Motion passed.

**Public Comment:** No public comments.

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

**Members:** Brandon McKerney (Fox & Bottle), Olivia Brown Latham (Sugarology)

**City of Edmonds Representative in Attendance:** Todd Tatum

**Guests:** None

**Public Comment:** None

### **President's Report:**

Will discuss Main Street feedback at a later time. Sheila will connect with Brandon. The resolution is not yet on the Council Agenda. Thank you to everyone for working on the holidays, shout out to Carrie for all of her hard work. Would like to have more transparency around what is going on with the city finances and how that impacts the downtown. The city holiday lights as an example.

**Lunar New Year** - festival at ECA on the 28th. MAE has decided not to have the artwork in the windows this year. There will be a scavenger hunt similar to "Where's Waldo" with the Lunar New Year animal. After the participant gets 12 stamps then they receive a red envelope with treats.

**FIFA** - Ricky has offered to be the point person for Ed! Another outreach opportunity for our businesses to market. June/July 2026. Most businesses that will be impacted by this event are already aware and planning for it.

Todd - the city has around 20k to work with. With additional grants that are tbd, it could be around 80k for marketing. Explore and Ed! Marketing team to work together for a cohesive look for the city.

Carrie - has been meeting with Ryan and Megan regarding FIFA and agrees that it's time to bring in the ed! Marketing team.

Brandon - would like to see the community of businesses promote each other.

### **Treasurer's Report:**

Down in assessment revenue.

**New Businesses Added to BID:**

None at this time.

**City Report: Todd:** Will be a bit of a transition for the new front desk personnel and assessments. Will schedule a standing meeting each month for all interested parties regarding FIFA. Michelle Dotsch is the new council president. Doing a bit of rebuilding at the city level. Engagement is a foundation of this rebuild and they hope to be more engaging with residents, stakeholders, businesses, developers, non-profits.

Employee Parking Passes - update regarding pricing, Todd to look into it.

Snohomish County Sports Commission has provided a toolkit for businesses. Megan has this and will work with Carrie on how to get that out to the business community. Edmonds is working with Snohomish County on ways our city and the business community can participate and benefit from the World Cup visitors.

**Chamber Update:** none

**Committee Updates:** none

**Admin:**

**Budget Approvals** - the state has changed tax laws regarding services/marketing/etc. work. Carrie, Matt, and Whitney will now have to charge tax for some of their work. Contracts are being amended at this time and will need to be reviewed and approved. Budget adjustments will need to be made.

Todd - Inspire Washington is trying to carve out some exceptions to bring to the state.

**Marketing:** No shopping promotion for Valentine's Day but will be doing love lists and stickers.

**Communication and Outreach:** none

**Appearance & Environment:** Carrie: will meet once the design review happens with the window clings.

**New Business:** none

**Meeting Adjourned: 8:41 am**