

## **Ed! Board Meeting December 11, 2025**

**Meeting called to order:** 8:10

**Approval of Previous Meeting's Minutes:** November 13th Minutes. Jen made motion, Connie seconded. Motion passed.

**Public Comment:** No public comments.

**Board Members/Administration in Attendance:** Carrie Hulbert, Jen Lawson, Sheila Cloney, Beth Sanger, Liz Morgan, Connie Zuck Watkins

**Members:** Tristine Drennan (Little Bipsy), Brandon McKerney (Fox & Bottle), Olivia Brown Latham (Sugarology)

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

**Guests:** Whitney Popa (Features Writer)

**Public Comment:** None

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

Status of BID Resolution. Council legislative assistant has it and they are working on drafting something. We should push to have it on the consent agenda in January. Todd to keep Sheila in the loop on status and timing. Sheila to reach out to the Council President.

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

Down in assessment revenue.

### **New Businesses Added to BID:**

None since the last meeting.

**City Report: Todd:** Budget. Working on the modification of the budget 1.5M of cuts within the department. For 2026 they're trying to get the house in order and some stability. Todd is focused on policy, procedure, workplans for 2026. Engagement needs to be of focus and the city needs to be more communicative with the community and businesses. Discussion is important and 2026 will be busy. No recommendations have been made regarding B&O or paid parking as revenue generating solutions. These issues are not on the council calendar.

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 -**

Program Manager - \$33,200.00 - Jen makes a motion, Connie seconds. Motion passes

Operating and Supplies - \$1350.00 - Jen makes a motion, Liz seconds. Motion passes

Digital Marketing - \$5500.00 - Liz makes a motion, Jen seconds. Motion passes

Copywriting - \$6600.00 - Connie makes a motion, Jen seconds. Motion passes

Photography - \$7200.00 - Liz makes a motion, Jen seconds. Motion passes

Winter Marketing Budget - \$500.00 - Jen makes a motion, Connie seconds. Motion passes

Communication & Outreach - \$330 - Connie makes a motion, Jen seconds. Motion passes

**Marketing:** none

**Communication and Outreach:** none

**Appearance & Environment:** Carrie: window cling to approve. Wayfinding cling with general information and QR code.

**New Business:** none

**Meeting Adjourned: 8:56 am**