

## **Ed! Board Meeting February 12, 2026**

**Meeting called to order:** 8:02

**Approval of Previous Meeting's Minutes:** January 8th 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, Conni Zuck Watkins, Beth Sanger, Brandon McKerney

**Members:** Olivia Brown Latham (Sugarology), Tristine Drennan (Little Bipsy), Whitney Popa (Features Writer), Christine (Pear Tree Consignment)

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

**Guests:** None

**Public Comment:** Olivia on behalf of the Chamber Foundation - looking for sponsors for the laugh-a-thon. A fundraiser to support local businesses during a time of need.

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

**Resolution** - On Tuesday, city council passed a resolution supporting the recommendations that the Ed! Board presented. We are ready to move forward with the BID refresh which includes implementation. Over the next month, Carrie and Sheila will be meeting to firm up a workplan with specific tasks, which will be voted on by the board.. Sheila will then meet with each board member for implementation/execution of the plan. With elections coming up, it's important that any new board members are aware of the work and tasks required.

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

Down in assessment revenue by about \$9900. Taxes will now be paid for content/marketing related work from our PM, Photographer, and Features Writer. Budget will need to be reworked a bit to account for this.

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

We have not received a list of any new businesses. A new city employee will be tasked with this.

### **City Report:**

**Todd** - We have a new Council President - Michele Dotsch. Council retreat has occurred and council is very solutions focused and collaborative. Long term, the hurdles that 2025 provided will be beneficial in the future, given lessons learned. There will be more attention to how to support and build businesses in Edmonds as they focus on Economic

Development.

**Megan** - Lunar New Year and Cabin Fever Market on February 28th.

**Admin/Committee Updates:**

Board positions that will be open. Olivia Brown Latham, will run, Liz Morgan will run as Secretary, Lizz Le will run.

Two By Appt Positions Open (1 year, 2 year), Vice President, Treasurer

If interested, please reach out to Sheila and provide resume.

**Marketing:**

No new marketing for Spring for BID

**FIFA** - website will be live around April, 40K to spend for marketing. Putting together a city-wide campaign. Landing page for people to post watch parties, etc. Alicia Crank has put in a proposal for a watch party. Megan will send out the county tool kit for businesses to Carrie for distribution.

**Communication and Outreach:**

Annual meeting coming up in April (4/21) and looking at the Old Opera House with same format. Motion made to approve 1,500 for annual meeting budget. Sheila makes motion, Jen 2nds, all in favor, approved.

**Appearance & Environment:** Carrie received the final version of the map window cling which will also be a table tent. Motion made to approve 1K for map window cling, Connie makes motion, Jen 2nds, all in favor, approved.

**New Business:** none

**Meeting Adjourned: 8:49 am**