

Ed! Board Meeting March 12, 2026

Meeting called to order: 8:03

Approval of Previous Meeting's Minutes: February 12th Minutes. Jen Lawson made motion, Conni Zuck Watkins seconded. Motion passed.

Public Comment: No public comments.

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

Members: Olivia Brown Latham (Sugarology), Tristine Drennan (Little Bipsy), Whitney Popa (Features Writer), Laura Burkhart (Sunlight Gallery + Studio)

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

Guests: None

Public Comment: None

President's Report:

Resolution - Feeling that the BID refresh is struggling to get out of first gear. The first thing we will discuss is modifying the bylaws to allow for Officers to remain on the board longer than 2 years. With the annual meeting and election coming up in April, we need to discuss the changes today as time is limited. This will be discussed in administrative business.

Carrie and Sheila met to discuss outreach, which is very important to the future success of Ed! We need to have multiple channels of communication. This will be the first order of business for the refresh once the Bylaws are updated and the elections are complete. Zone Leaders will be established to disseminate information. Formal and informal channels of communication are critical. The second step to the refresh is the financial work. How to collect fees, who to work with at the city to receive the information needed, new businesses that we need to connect with. Reporting and communication need to be improved.

Admin/Committee Updates:

Bylaws currently restrict us from having more than 2 consecutive one-year terms. We would like to remove those restrictions to provide us with more flexibility. Important for institutional knowledge and continuity.

Olivia - suggestion that the normal term limits apply but there are times of special circumstances.

Steps to Amend the Bylaws:

- Propose Changes in Language
- Send Proposed Changes to City Attorney
- Schedule a Special Meeting
- Provide 10 Notice of Meeting to Membership
- Hold Special Meeting for Board to Vote on Amendment
- Send to City Council for Approval

Schedule to Amend the Bylaws:

3/12 - Board Meeting Language

3/18 - City Attorney Deadline

3/19 - 10 Day notification of Special/Hybrid Meeting sent to Members

3/30 - Special Meeting

3/31 - Sent to Megan to draft Memo and send to Council

Officers Vote on Board Position on May 14th

Bylaw Amendment:

Section 5.1. Alliance Board

b. Eligibility: All members, in good standing and having fulfilled the requirements of membership, of the Alliance shall be eligible to serve on the Board. Each Board member will serve a term of three (3) years. Approximately one-third (1/3) of the authorized number of board members shall be elected each year at an annual meeting of Alliance members for terms of three (3) years each, from and after election, by a majority vote of Alliance members in attendance at the annual meeting, or by absentee ballot. **The Members Advisory Board shall review Board tenure in Section 5.1 every five (5) years, with the first review no later than February 1st, 2031. After the completion of two (2) consecutive three 2c. (3) year terms, one (1) year must elapse before the member is again eligible for re-election to the Board.**

Section 5.2. Officers. The Officers of the Alliance Board shall be a President, Vice President, Secretary, and Treasurer

a. Election and Terms of Officers. The officers of the Board shall be elected from among its members at the first regular Annual Meeting following the Annual Meeting of Members held in each calendar year. **Officers may be elected to successive terms. The Members Advisory Board shall review Officer tenure in Section 5.2 every five (5) years,**

with the first review no later than February 1st, 2031. provided, however, that no person shall serve as an officer for more than two (2) consecutive terms.

Liz Moves to amend section 5.1 of the bylaws to the language noted above, Conni Zuck Watkins 2nds the motion. Motion Passes.

Liz Moves to amend section 5.2 of the bylaws to the language noted above, Jen Lawson 2nds the motion. Motion Passes.

Sales Tax

Our contractors are now required to pay sales tax. Need to make a motion to approve the 10.6% sales tax increase.

Jen Lawson makes a motion to approve \$4,000 to pay any sales tax to our contractors. Ricky Bobadilla 2nds the motion. Motion Passes

Treasurer Report:

Down 13,000 in assessments. Under budget for most of our committees' budgets. Marketing is 52% of the budget, so we will want to look at that and how we want to use it in the future.

New Businesses:

Columbia Bank

Center for Advanced Recovery Solutions PLLC

Trenchant Atelier LLC

Super Ensemble Partners, LLC

Jemyeong Lee

R&M Desserts

Davis and Goldmark, Inc

Anne Dewaal Conseling, PLLC

CCC Service Provider, Inc

PPM NW LLC

Waypoint CPA PLLC

City Report:

Todd - Business Licenses. It's never been a coherent program, so they are restructuring it. State of the City is on March 16th at the EWC. City Council had a consultant group session on ways to better engage with the public regarding financial matters and state of the city. Excited about the direction the city is heading with the Port.

Marketing:

No new marketing for Spring/Summer for BID. Looked at editorial calendar

FIFA - no updates from Ricky. Snohomish County awarded grants. Salish and Santa Fe received some.

Todd - there's an additional 40k in the marketing budget specifically for FIFA. Edmonds needs to put our best version of Edmonds forward as visitors want to experience the local scene. Working with regional partners to be cohesive with the story around South County. We want to celebrate our sense of community. We want to get regional and national media attention.

Communication and Outreach: Annual meeting on April 23rd at the Old Opera House at 6pm. Please let everyone know. City leaders are invited.

Window cling design is complete as well as a table tent.

Connie Zuck Watkins makes a motion to approve \$10,600 for the umbrella budget, Jen Lawson 2nds the motion. Motion passed.

Appearance & Environment:

New Business: none

Jen Lawson makes motion to extend meeting by 10 minutes, Conni Zuck Watkins 2nds. Motion passes.

Meeting Adjourned: 9:35 am