

Ed! Board Meeting April 9, 2026

Meeting called to order: 8:12

Approval of Previous Meeting's Minutes: Jen Lawson makes a motion to approve, Conni 2nds. Motion passes.

Public Comment: Porchfest Hosts Needed - Liz Morgan, Edmonds Art festival party is on June 17th at the plaza - Beth Sanger.

Board Members/Administration in Attendance: Carrie Hulbert, Jen Lawson, Sheila Cloney, Liz Morgan, Conni Zuck Watkins, Beth Sanger, Brandon McKerney, (Absent: Jennifer Cullen, Ricky Bobadilla)

Members: Olivia Brown Latham (Sugarology)

City of Edmonds Representative in Attendance: Todd Tatum

Guests: None

Public Comment: None

President's Report:

BID Refresh - The Bylaw changes will be on the consent calendar for City Council on Tuesday, April 14th. We can then move forward with our annual elections. Carrie and Sheila will be working with the city finance team to discuss dues/assessments. Looking into a establishing a process on invoicing, collections, etc.

Carrie - met with Kristin (permitting manager) to get the lists of those in the BID organized. There has been a lot of progress.

FIFA Update - Received an email from the county regarding a Buoy hunt game. Carrie will be sending that information out.

Todd - there are three watch parties planned. Will have 30K of marketing. Todd to follow up regarding which matches will be included to allow for planning and will provide a match schedule.

Holiday Lighting - Sheila and Liz Morgan to meet with Ryan from the Chamber to discuss for 2026. Ed does not have budget to contribute. We would like to come up with a plan early.

Halloween Event - Sheila and Liz Morgan to discuss this with the Chamber to discuss the impact this makes on our businesses.

Treasurers Report: None

New Business in BID:

- Beach House Greetings (Interiors of Edmonds)
- Morris Chiropractic
- Genesis Property Solutions

Admin/Committee Updates:

City Report:

Todd - Bylaw update to be put on consent agenda for next week. Edmonds Serves - a new program. April 15th 3 - 5 kickoff meeting at the WFC. Todd to send out the RSVP/Information. Initiated by the National Museum and Center for Service. There are so many ways to serve your community and highlighting those opportunities and people who serve. Deepen our sense of community. City going into budget season. City needs a long term financial plan and strategy. They're working on putting that in place and there will be more public conversation probably mid year. Ed budget will likely be due by end of July and it should be bi-annual.

Committee Updates:

Admin -

Carrie - 2026/2027 Officers. We need officers for next year. We will be voting on these during our first meeting after our annual meeting on May 2nd.

Marketing -

Jen - discussed Summer. Changing up colors of stickers and clings. Talked about small flags to hand out for businesses to put in windows, planters, etc.

Carrie - focusing on putting our best foot forward for FIFA.

Budget Approval - Jen moves to approve 3500 for Love in Summer. Liz 2nds the motion. No Discussion. Motion passed.

Communication and Outreach -

Annual meeting on April 23rd at the Old Opera House at 6pm. Please let everyone know. City leaders are invited. Board Members to arrive at 5:30pm. Kelnero to provide drinks. Flyers need to be distributed to businesses as a reminder of the meeting. Board Members to distribute the flyers and talk to 5 people. Carrie to text flyer image if you want to do it by text. By the 16th each board member to confirm with Sheila who they spoke to. Ballots will be mailed out today.

Appearance & Environment -

Carrie - closed the orders for the maps last Friday. She ordered 50 and those will be distributed soon. She will have them available at the annual meeting.

New Business: none

Meeting Adjourned: 8:50 am