

Ed! Board Meeting August 13, 2026

Meeting called to order: 8:07

Approval of Previous Meeting's Minutes (July): will address this at September Meeting

Board Members/Administration in Attendance: Carrie Hulbert, Jen Lawson, Sheila Cloney, Liz Morgan, Conni Zuck Watkins, Beth Sanger, Brandon McKerney, Jennifer Cullin

Members: Christine Harris (Camp Vintage), Logan Harris (Camp Vintage), Nicole (Housewares)

City of Edmonds Representative in Attendance: Megan Luttrell

Guests: Vivian Olson, Brad Shipley, Kyle O'Hagan Duane Wakan

Public Comment: none

President's Report

2027 & 2028 Budget:

MOTION - Budget reflects a steady state, the big difference is that we have a shortfall and are looking to pursue some grant funds to offset some expenses. Looking for other ways to raise funds. We don't know if the city will pass the budget with unsecured funds.

Motion to approve the budget by Jen, Conni 2nds the motion.

Motion Passes

City Holiday Lights:

The lighting is still an issue for 2026. Ed has been working with the city to find a solution. Ed has received quotes from a 3rd party to better understand cost. Two separate pieces: Trees, fountain and trees around fountain and Hazel Miller Plaza. Chamber Tree Lighting Event. At this point Ed is working with the city and has submitted a formal letter to the city requesting funding (\$7500) from the tourism funds. We would have a bit of a shortfall and would need to make up around \$1500. This could be taken from the marketing budget or members can sponsor.

Brandon is doing a "round up" campaign and has already raised \$250.

Crow is thinking of selling ornaments that are Edmonds themed and a portion of the proceeds would go to Ed.

MOTION - \$8845 needs to be approved for the 2026 Holiday Budget for Marketing

Jen makes a motion to approve the funds. Conni 2nds the motion.

Motion passes

MOTION - \$1500 for the website updates

Jen makes a motion to approve the funds. Conni 2nds the motion.

A-Frame Signs:

This issue has come up and the city has issued letters to noncompliant businesses. Sheila provided history of the a-frames and way-finding/directional signs.

Megan - the letters went out to businesses and there is clear acknowledgement that this wasn't handled well by the city. They are pausing on this to figure out how to move forward. The DT businesses are a huge piece to the success of downtown. Megan has learned a lot from both the businesses and the city about signs. There is a code that needs to be adhered to and there might be an opportunity to look at modifying that code in the future. Megan would like to hear from us.

Christine/Logan (Camp Vintage) - encouraged by what Megan said. Would like to see an amendment to the code for the non-arterial businesses. Would like to request a grace period. They have had zero complaints about their sign since it's been there - 3 years. 70% of their customers are foot traffic being guided to them via their sign on the corner of 4th/Main. They met with the city to share how the code would negatively impact their small business. The conversation didn't go well.

Liz Morgan (FIELD) - logged into the portal and there is no documentation, which should be there. Concerned there are no records. Would like there to be clearer instructions on how to be compliant. Worried about the businesses on the non-arterial streets.

Sheila Cloney (Anchor Chic) - her business is on Dayton and there are bushes that block her visibility for pedestrians walking on 5th, so she has a sign on the corner to attract people.

Jen Lawson (Crow) - the code doesn't consider those that are not on main arterials and it needs to.

Brad Shipley (City of Edmonds) - interested in making the process easier. The code exists for a reason. Can there be a single sign on the corner with multiple businesses on there?

Paid Parking:

Vivian Olson - very interested in economic development. Council is looking at balancing the budget and may be looking at paid parking. Those that have a handicap parking sign are able to park in paid parking for free. Paid parking has not come to council for consideration. Vivian is interested in our thoughts and feedback.

Sheila - important that we listen in on the council retreat in September. What is the best way for our members to provide Council with feedback?

Treasurers Report

See budget discussion above

New Business in BID

None

City Report

Megan

See A-frame sign discussion above.

Chamber of Commerce Update - n/a

Admin/Committee Updates

Admin - n/a

Marketing - Sign up for Bruhaha

Communication and Outreach

Ed! After Hours is kicking off in September. FIELD/Morgan & Moss and Centerpoint to host on September 10th (6:00 - 7:30). Invites to go out from Ed! As well as a Sign Up Form for future host sign-ups.

Appearance & Environment - Paused.

New Business: none

Zone Leaders:

- Holiday sponsorship opportunities
- Ed! After Hours

Meeting Adjourned: 9:38 am