

Ed! Board Meeting September 10, 2026

Meeting called to order: 8:03

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

Members: Christine Harris (Camp Vintage), Logan Harris (Camp Vintage), Nicole (Housewares), Carol (East West), Rika (East West)

Approval of Previous Meeting's Minutes:

- **July 9th: Jen makes a motion to approve, Olivia 2nds. Motion passes**
- **August 13: Jen makes motion to approve, Liz 2nds. Motion Passes**

City of Edmonds Representative in Attendance: Megan Luttrell, Stephanie Lucash

Guests: Chris Eck (City Council)

Public Comment: Chris Eck introduction. Interested in listening in to make sure that she and Susan Paine are helpful and conduits of communication with the council.

President's Report

City Holiday Lights:

Ed is working with the city and have received bids from lighting contractors. We have secured \$7500 in funding for the lighting. We still need to raise \$1500 to secure 100% funding. In November, you will see communication regarding additional sponsorship opportunities. Recognition for those who are sponsoring will be public with signs possibly attached to wreaths on the street lights.

Sheila does not have an update on the Chamber tree lighting. The chamber has given the city a commitment to funding and holding the tree lighting ceremony.

Bid Refresh:

Meetings will continue with Megan and the new city administrator and hope to have more information at a future meeting. There has not been a lot of traction.

Edmonds Main Street:

Main Street is starting to have its own committee meetings. There is a conference in October that some committee members and board members will be going to.

A-Frame Signs (Temporary Signage):

The planning department will be pausing enforcement until January. This is a statement that doesn't provide a lot of information. Sheila has requested a meeting with the Planning Director to get some clarification. Sheila hopes to let people know at the November meeting as to what the city decides, expectations, and next steps.

Treasurers Report

July comms went out late. We're down a couple thousand dollars than our projection.

New Business in BID

- URBAN CHIC LLC
- GRACIESNAILZZ
- NAILS BY MARSALI

WORKHORSE BUSINESSES

- INDIGENOUS INSIGHTS COLLECTIVE
- WOODWAY PSYCHOLOGY, PLLC
- KEPT.PRO LLC
- KAP NW
- MOONDOGGLE LLC

City Report

The next budget retreat is 9/11 and Megan will be attending. They will be discussing revenue sources.

Holiday lights have been at the top of the list as well as A-Frame signs.

There was an issue with billing cadence this summer, which has been fixed. This is why there was a drop in funds. The next assessment will go out in October. There's a gap in communication and transparency as Megan has no visibility to billing. There is talk of going to twice a year billing vs. quarterly. Also looking for online payment options.

Public hearings on the city budget Oct 27 and Nov 2nd. There will be an opportunity for Ed to present Ed! Budget and information.

Small Business proclamation at council committee meeting - possibly Nov 24 or 2 weeks prior. We prefer to have an earlier date.

Chamber of Commerce Update

Olivia - there's a new president of the chamber and there will be changes in the future to the board/executive committee

The Halloween event is coming. These events have become more expensive in recent

years for the Chamber.

Sheila - Carrie and Sheila have been meeting with the Chamber this past year and have brought our concerns to his attention regarding the sponsorship of the event and the businesses who provide experiences and candy to the participants. This is very expensive for the businesses however there has not been recognition of this in the marketing from the chamber. The downtown businesses are in partnership with the Chamber and we would like to see this recognized. With the leadership change, we need to bring this up to the chamber again to ensure it isn't forgotten about. Solicit feedback from downtown businesses after their events including economic development focused questions. We would like to see the feedback reach the city.

Admin/Committee Updates

Admin - n/a

Marketing (Carrie)

Brouhaha - 20 participants

9 trolly sponsors, need more.

Sign up for First Dibs still open.

Will be sending out another signup for clings, guide and drink bingo. Edmonds Holiday website will be updated and refreshed.

The City is no longer doing the Market and the Museum will be taking over the winter market. Valerie is the market manager.

Communication and Outreach (Liz)

Ed! After Hours is kicking off in September. FIELD/Morgan & Moss and Centerpoint to host on September 10th (6:00 - 7:30).

Appearance & Environment - Paused

New Business: none

Zone Leaders:

- First Dibs
- Ed! After Hours
- A-Boards
- Please provide feedback re: downtown events

Meeting Adjourned: 9:08 am