Meeting Minutes

**Attendees:** Kiersten Christensen, Patrick Doherty, Apple Catha, Jacob Comstock, Matthew McColluch, Mary Kay Sneeringer, John Rankin, Clayton Moss, Carrie Hulbert, Petra Rousu, Mark VonGunten, Cindi Cruz

**Guests/Public Comment:**
- Joy Rai - ZINC
- Pam Stuller - Walnut Street Coffee

**Call to Order:** 8:07am

**Approval of minutes for 12/14:** Kiersten makes motion to approve the minutes. Matt seconds. All in favor. None opposed.

**No New Businesses**

**City Update: Cindi**
- Mayor State of City Feb 22\textsuperscript{nd} - 8:30am at the Theater. May want to adjust Ed! meeting that day.
- Diversity Commission Film Series resumes Jan. 20\textsuperscript{th} - one a month next 4 months
- Meeting with Kimberly and Carrie to recap partnership on holiday and holiday marketing
- Greg from Chamber received complaint from community member not pleased with holiday decorating throughout Edmonds - Have any thoughts send to Patrick.

**Committee Updates:**

**Marketing:**
- $5,500 Photography
- $10,000 for website updates accommodate content strategy - vision be highlighted on homepage and then click through to article landing page
- $7,200 - Copy writer
• Marks make motion to approve - total of $22,000. Kiersten Seconds. Discussion - clarified what money be spent and how.
• Committee researching doing local advertising through Edmonds Theater

Holiday Campaign update:
• Website - 11.3K unique visitors
• 28.6K page views - 72% visitors through mobile
• Social media referred 39% of visits
• Ad target - 10+ miles from Edmonds - majority coming from Seattle
• Facebook ad - spent $2,000 reached about 35,000 people
• Likes on Edmonds Downtown page went up 9.6%

Appearance and Environment/Parking:
• Clayton - posts for parking signs arrived two days ago - install about two weeks out weather permitting due to tools need to install project
• A bunch of people excited about project and ready to see parking options
• Pam on Pedestrian Safety Committee - met earlier this week - pilot program paint one intersection and move from there - meeting with them before next Ed! meeting - Sounds like city is game continue to do project and is part of the city budget

Communication and Outreach:
• Matt - Discussed main focus bi-monthly article going to publish both MyEdmonds News and Beacon - goal for first one is Feb. - mid Feb - will piggy back on marketing material produced by copy writer
• Also on agenda is expanding the borders - of Ed!
• Planning another happy hour event for Ed! members

Professional Business Resources
• Want to know what happened with 23 strand fiber optic cable cit granted in 2007
• Interested in following up with city IT dept. - see if something could consider bringing back to spotlight - definitely an interest for businesses thinking about Edmonds as location
• Currently Rick Steves is connected with high speed interent - as well as the city hall

Grant Program:
• Received request from DEMA for $1,650 for Edmonds Has A Heart - Discussion based on amount request, requirments from business owners participating, print production, design, and advertising
• Kiersten and Mark voiced some reservations about amount requested - asked what the request was for the Edmonds BookShop - Where’s Waldo Event. Felt
that kind of event is good example of all encompassing event promoting both retail and professional service businesses throughout downtown corridor.

- Several board members asked for clarification of amount participating business owners were contributing as well as what the printed materials looked like
- Kiersten made motion to approve $1,000 of the request. Matt seconds.
- Discussion.
- Several board members discussed grant submission deadlines - with requirement for someone associated with the request be present at board meeting where will discuss request to answer questions. Plan to update information on Ed! website and grant form
- All in favor of approving $1,000 of grant request. None opposed. Apple not able to vote - had to leave early.

**Administration Committee:**
- Kiersten makes motion approve contract for program manager at $34,400. Mark seconds. All in favor. None opposed.

**New Business:**
- Employee parking subsidies - MaryKay like to see more done to get employees park a little further out of downtown corridor - bus bring them into work. Something to consider in Parking and Environment Committee

Next meeting Jan. 25 - **Adjourned:** 9:24am