



**Edmonds  
Downtown**  
ALLIANCE

**December 14, 2017**

**8:00 AM - 9:30 AM**

**Fourtner Room, City Hall**

## **Meeting Minutes**

**Attendees:** Kimberly Koenig, Mark VonGunten, Petra Rousu, Mary Kay Sneeringer, Apple Catha, Jacob Comstock, John Rankin, Clayton Moss, Matt McCulloch, Carrie Hulbert

### **Guests/Public Comment:**

- Veronica - Affinity Contemporary Dental ,Office Manager: leaving position at Affinity, but they are still interested in seeking a board position

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

### **President's Report:**

- Kimberly spoke to City Council on 12/5/17 to seek approval of the Ed! budget for 2018. Questions about the program manager position raise in salary for 2018 were raised and responded to. Council approved the budget after explanation.

### **Approval of minutes for 10/12:**

- Jacob moved to approve minutes of 11/19/17 meeting. Seconded by Matt. Unanimously approved.

### **City Update:** Cindi Cruz

- Invoices are due by Jan. 15<sup>th</sup> must be dated 12/31/2017 or earlier. No new business info has been received from the city. The sensitive issue of competition from holiday market vendors with brick and mortar stores was discussed.

### **Treasurer Report:** Petra

- Accounts look good for 2017. Still expected expenditures for trolley \$4600 and holiday media \$5000 outstanding and also money for the after-hours bank parking signage to come.

### **Committee Updates:**

#### Marketing:

- Kimberly: Digital marketing campaign with the city is in full swing. Emily the Elf is terrific on the trolley. There have been hiccups with the trolley breaking down and being replaced by an undecorated replacement. Recourse is being sought.
- Caroling event was successful and lots of room to grow in coming years.
- Square space analytics looked at to see traffic in various holiday ads.
- Kelsey Foster will likely be hired as copywriter to advance the online presence.

#### Appearance and Environment:

- Clayton: Bank of Washington has approved the signs. A sign contractor has been selected. Timeline is geared to having the signs done by end of 2017.
- Carrie will be looped in by Clayton with the various members whom Ed! is working with to secure after-hours parking to provide continuity when Clayton is off the board.
- Pam: Umbrella update
- Research is ongoing to find alternate vendors/prices for umbrellas to provide negotiating leverage and/or new sources for the umbrella program. An alternate less expensive umbrella was presented but the off-brand color and the lack of a hook handle were regarded as drawbacks by the board. Suggestions were made to seek longer term contract as negotiating tactic.
- Petra moved to approve \$4000 for umbrella payment before end of 2017 – Petra seconded.
- Discussion included John saying he had contacted 6-7 companies for prices and he believed this was a good deal. The time crunch with end of year was mentioned.
- Motion to approve \$4000 for umbrellas approved unanimously.
- Crosswalks: paint has faded after only 3 months. Discussion about price/materials ensued. We need more info about what city is willing to provide.
- Tick marks in parking areas appear to be working. Loaner bikes discussed. Electric carts discussed as way to move people around the downtown area.

#### Communication and Outreach:

- Apple: Tracy Felix from DEMA approached Ed! to fund “shop local” stickers available from Amiba.
- Motion to approve \$200 expenditure for stickers made by Apple. Seconded by Mary Kay.
- Discussion led to agreement to seek more local, branded product.
- Motion denied.

- The committee would like to hold another Ed! happy hour at the soon to be open Barkada. It would be a chance to explain the benefits of joining the business improvement district and would foster goodwill.
- A discussion of Ed! boundary expansion ensued.

#### Professional Business Resources

- Jacob: Ideas include a seminar on online gift cards, a buy local seminar from Amiba, and a Quickbooks tutorial for business owners.

#### Grant Program:

- Kimberly: Received request from Sheila at Anchor Consignment for the Edmonds Has a Heart program proposed for February

#### Administration Committee:

- Pam, Kimberly: They are working on the details of Carrie's contract for administrative services. We will need 4 new board members in May when Jacob, John, Clayton and Kimberly's terms are up. Members were asked to keep board recruitment in mind.

**Adjourned:** 9:15am