



**Edmonds
Downtown**
ALLIANCE

**July 14, 2016
8:00 AM - 9:30 AM
Edmonds Center for the Arts
Lobby**

Meeting Minutes

Attendees: Cindi Cruz, Kiersten Christensen, Jacob Comstock, Kimberly Koenig, Robert Boehlke, Pam Ehrbar, Clayton Moss, Jordana Turner, John Rankin, Shubert Ho, Petra Rousu

Absent: Apple Catha, Cadence Clyborne

Guests: Pam Stuller, Valerie Claypool

Call to order – 8:05 am

Welcome

Approval of 6.9.16 Minutes – all approved, none opposed. Jordana abstained.

Treasurer's Report – John shared financials for month of July. Will be invoiced by the city for the funds toward the restrooms.

President's Report – Looking ahead to committee planning/proposed budgets for October for next year. Rules for contractor services – steps for hiring consultants; Patrick will share thresholds on when bids are required.

City Update – Survey idea from recent webinar; Patrick, Kimberly, Ellen and Cindy met to review proposed survey questions for Edmonds visitors. Will pick two weeks in August to get a snapshot of who is visiting town. Community Survey is open online until Friday. City Council is July 19th for sign code decision.

New Businesses in BID – Caretech LLC, Certa Law Group, Main St. Nails & Spa (new owners), Marieka Miller's Private Practice LLC, Red Lantern.

Committee Updates

- Marketing – (Kimberly) Digital ad campaign done for the summer. Over 7,000 clicks, 4% engagement – higher than .9% industry standard. Most engagement was on Eat & Drink and the calendar. Up 244% in sessions (usually 1700 users, was up to 5800). 90% of visitors were new to the site. Met with city tourism to discuss holiday marketing – city tweaking creative so it mimics Ed, for joint digital.
- Member Outreach – (Jacob) Focus on selling Ed to new members; share tangible benefits. Patrick and Jacob to meet to discuss Salish Crossing (expansion).
- Appearance & Environment/Parking – (Jordana) Bike rack at Chanterelle hit by a car, was removed. Other at 5th and Bell destroyed by fire last year; obtained bid to replace both. Board

approved up to \$1200 to purchase two replacement bike racks. Kimberly seconded; Kirsten approved.

Parking – Talked to city engineer (Mike) about preliminary assessment for parking. Banks own a lot of spots; maybe pursue use of spaces after hours. Previous approval of up to \$1500 for drawings. Patrick mentioned city looking at metered parking; concern about parking enforcement. Trash cans – make proposal for additional locations and send to city.

Umbrellas – looking for alternative stands/holders. Motion to approve up to \$100 to purchase prototype sample; Petra seconded.

- Grants – (Cadence absent) – Robert shared grant proposal for Art Wine Walk for discussion. Not submitted within grant timeline for a group decision; request didn't fit parameters as a community event. Look at grant application to see if more clarity can be provided for future requests.
- Non-Profit – no update.
- Business & Civic Collaboration & Outreach – (John) Discuss option to merge with Member Outreach committee. Kiersten suggested idea to focus on different business groups at a time to see how we could better meet needs.
- Professional Business Resources – (Shubert) – Website is central to all businesses. Want to add map of amenities, business listing – make it more interactive. Add social media to front page. Meeting to discuss options with web designer.

New Business – none

Public Comments – Valerie Claypool shared Police Foundation event Aug 3rd.

Adjourn 9:38 a.m.