Edmonds Downtown ALLIANCE

August 10, 2017
8:00 AM - 9:30am
Edmonds Center for the Arts

Meeting Minutes

Attendees: Kimberly Koenig, Kiersten Christensen, Patrick Doherty, Carrie Hulbert, Petra Rousu, John Rankin, Matthew McCulloch, Jacob Comstock, Mary Kay Sneeringer, Mark VonGunten, Jodie Lende, Apple Catha

Guests: Joe Mclalwain - Director of ECA, Pam Stuller – Walnut Street

Call to Order: 8:03am

Public Comment:

Joe - ECA: Asked Ed! to share link and brief write up regarding economic impact study of Arts and Culture in Edmonds.

P**resident's Report:**

- Kimberly makes motion appoint Mary Kay to Ed! board – replacing Shubert Ho. John seconds. All in favor. None opposed. Mary Kay appointed to board.

Treasurer's Report: Petra

- Invoice came in from Goodway Group from 2016 for $3,000
- Marketing budget left for 2017 is $1,000
- Communication and Outreach has $13,650 – big chuck will cover events and holiday
- Appearance and environment has $15,000 but crosswalks not included
- Professional Resources - $4,600
- Grant Program - $7,050

Approval of minutes for 7/13: Jacob makes motion to approve. Matthew seconds. All in favor. None opposed. Mary Kay abstains.

City Update: Patrick

- City taking Code and Bylaws to council meeting on Tuesday
- Received email from professional holiday carolers – will send to Pam and Carrie
- Doing holiday market again – moved up dates – not doing Thanksgiving weekend
- Future building on 2nd and Main will include retail, café space, art space
- Homestreet Bank moving into old Baskin Robins location – will be 2-stories

Committee updates -

Marketing:

- Transit and digital wrapped up - Increase in audience size not as large as last year – exploring messaging/imagery
- Still working on B2B effort to drive business
- Also working on holiday plans/campaign
- Putting out RFP for photographer for next year's marketing campaign
- Map postcards shared with business owners

Appearance and Environment:

- Carrie - Crosswalk project
    - Sent final two designs to materials and installation company – city cannot install designs . Would need to use different installer. Bid extremely high – looking at alternatives – other vendors might have different material city could install.
- Arts Commission has approved designs
- After hours parking program – sent to designer at Turnstyle – presented two designs
- Umbrella stands – need to approve budget for stand stickers
    - Petra makes motion to approve $275 for sign stickers. Matthew seconds. All in favor. None opposed.
        - Umbrella stands will go out in Sept.

Communication and Outreach:

- Need to add Matt to email regarding new businesses
- $13,650 Budget includes $7,000 for holiday expenditures
- Kimberly asked committee members to put together sample email, sample communication calendar for next meeting

Professional Business Resources

- Need to approve contact form on website
- Cost associated adding form to our website
    - Jacob moves to approve budget of $750 for communication form on website. Apple seconds. All in favor. None opposed.
- Talked Greg chamber. Plan to collaborate on HR seminar/resources – figuring out date and location and costs associated with event

Grant Programs:

- Brouhaha: Backroom Blowout Grant with updated costs submitted
    - Petra Makes motion to approve $770 – no second
    - Kimberly makes motion to approve $500- to support Brouhaha. Kiersten seconds. Discussion - $250 would support cost of event – open to any business, brings traffic to downtown Edmonds – marketing goes with which Ed! is included. It does subsidize for profit business. Everything left over will be donated to Washington Kids in Transition. Last year helped pull people from Saturday market to downtown corridor. All in favor. None opposed.

Administration Committee:

- Kimberly makes motion to approve $500 cover Website Domain, Mailbox, and Email costs. Kiersten seconds. All in favor. None opposed.

Next meeting Sept. 14th

- Think about budget items and work plan for 2018

Adjourned: 9:39am