Meeting Minutes

**Attendees:** Kimberly Koenig, Kiersten Christensen, Carrie Hulbert, John Rankin, Matthew McCulloch, Clayton Moss, Jacob Comstock, Mary Kay Sneeringer, Mark VonGunten, Apple Catha

**Guests:**
- Derrick Daniels - Farmer’s Insurance
- Greg Urban - Chamber of Commerce

**Call to Order:** 8:05am

**President’s Report:**
- Updates during committee updates

**Approval of minutes for 8/10:** Matthew makes motion to approve. Mary Kay seconds. All in favor. None opposed.

**City Update:**
- Nothing to report

**Public Comment:**
- Dave - Edmonds Historical Museum presented on Scarecrow Festival.
  - Doing Instagram account for festival this year.

**What is Ed! Elevator Pitch:**
- What is Ed! discussion - Bylaws good reason for why Ed! was created
- What and why board members joined Ed board - talked about mission and core values - improving business community, getting a better understanding what BID is and what it means in general
- Chamber and city much wider reach - figured out way legitimately just focus on downtown area - focus and funded way to improve business community in downtown corridor
- Be able to showcase where money goes, why money is collected, what Ed! is doing with its funds
• Ed! advocates for downtown businesses
• Next meeting will bring bullet points of what discussed here and what sets Ed! a part from other entities

Grant Parameter Discussion
• Reviewed Grant Program - what is and is not/should/should not be covered

Committee Updates:

Marketing:
• Holiday campaign execution - this year’s plan will be similar to last year
• Proposed budget for holiday - Total $11,900 - includes Trolley, festive figure appearances, banners and flyers, design, facebook/instagram ads, Shop Small Saturday, Admin for trolley oversight and poster distribution
• Event budget from ed! - $5,900
• Sponsor contribution - $6,000

Kimberly makes motion to approved $5900 for holiday under Communication and Outreach. Mark seconds. Discussion - Clayton sees opportunity to increase ad size - scale current design. All in favor. None opposed.

• Holiday landing page discussion - currently have bid from the same professional who created Ed! website, to build holiday landing page - Carrie be administrator keep site up to date and active.
• Money would come from Professional Resources Committee

Mark makes motion to approve $3,900 for holiday hosted website and design. Clayton seconds. All in favor. None opposed.

Appearance and Environment:
• Carrie - Crosswalk project
  o Found company could do stencil installation using paint - city can install. Just received quote. Moved to next meeting for approval.
• After hours parking program - just getting bids back for Bank of Washington pilot program signs - 1 entry sign and 8 interior parking spaces

Clayton makes a motion not to exceed $3,000 for Bank of Washington after hours parking pilot program. Mark seconds. Discussion - budget for committee is $10,000. Have currently spent around $2,500. This is pilot program - have not presented to any other bank yet - wanting to see results from first install. All in favor. None opposed.

• Umbrella stands - New stands starting to be delivered.
Communication and Outreach:
- Looking build facebook group for memberships - closed to public
- New business - Farmers Insurance
- Mary Kay idea looking forward physical newsletter - something mailed quarterly
- Brochure, window cling, umbrella, maps postcards - all ready to be handed out to new members

Professional Business Resources
- Discussion buying subscription to database - for members to access/utilize for business development/planning

Administration Committee:

Kimberly makes motion to approve $1,000 for Carrie to manage and update holiday website. Mark seconds. Discussion - includes 30 hours extra above and beyond current job description. All in favor. None opposed.

Next meeting Sept. 28th
- Think about budget items and work plan for 2018

Adjourned: 9:27am