

Meeting called to order at 8:35am on 2/14/2013 in the Brackett Room

Attendance: David Arista, MaryKay Sneeringer, Jenny Shore, Robert Boehlke, Gary Edmonds, Chris Fleck, Ken Grant, Cyndi Cruz, Stefan Clifton and Kim Wahl

First order of business is the Introduction Letter that will be sent out on 2/21/13. Sarah Mager's name will replace Shawn Hunstock. Business License renewals are due by 2/15/13. Huda will make changes to sq. footage and adding emails to the data base from those license renewals. Cut-off date for changes will be 2/20 or 2/21. MK provided a closing statement to the letter. The paragraph regarding Assessment Collection Schedule was revised.

The second letter will be coming out around the 7th or 8th of March. Stefan will revise the letter to make it more personal. Also, adding signature from the BID advisory board.

Bill from City will follow the middle of March to correspond with the beginning of the 2nd quarter. Payments will be due in April. Included with the bill will be wording regarding delinquency charges and using collection agency to collect unpaid assessments.

As of 2/14 there are 4 service providers and 6 open door candidates for the interim board. We would like to see one more service provider put their name in, hopefully in another geographical area of Edmonds. Gary expressed that the board works best when you bring in expertise that can offer counsel and advice. It was also discussed the importance of getting all the geographic areas represented. Expand "trust distance". Dedication of time needs to be emphasized. David will speak to the Mayor regarding recommendations of the board and then it will be presented for vote to the City Council.

The City has opened a bank account for the BID and can now process payments. Cyndi is hoping that the bills be sent to the BID board who will send them to her for processing. Payments will come from the City. We will need to draft a Memorandum of Understanding between the City and the Board. The MOU will outline how things get paid. The MOU will also be included in the by-laws. The bylaws will establish the policies of getting bids, who we should hire, how many bids we should get, etc.

We have an ad-hoc committee working on the Bylaws.

Ken Grant spoke to us regarding branding. Now is the time when a "Brand" expert is brought in. We need to spend time coming up with a theme or a concept. We need to "build something". It involves research, development, interviewing City Council, city people, and the stakeholders. The outcome being we need to figure out what that thing that Edmonds is. That word needs to be precise. Then everything is tallied, numbers are crunched, we create a document and then everything we do is dictated by that document. MK and Stefan also discussed meeting with Carol Sanford regarding "Story of Place", changing the conversation of Edmonds and how that ties into what City and the BID are doing. Next meeting with Carol is March 4th at 3:00.

MK, Robert and Jenny attended the DEMA retreat and gave an overview of the BID and what they are working on now. DEMA is part of the Chamber of Commerce and would remain that way. But DEMA could potentially ask the BID for funds.

Next meeting 2/22/13 at 8am in the Brackett Room.
Meeting adjourned at 9:45