

Minutes from EDBID board meeting March 13, 2014 in HDR conference room at 8 am.

Attendance: David, Paul, Pam, Cadence, Chris, Sally, Juliana, Kim, Steve, Mary Kay, Cindi,

Guests: Ruth Arista, Denise Cole, Jenny Shore, Robert Boehlke, Kyle Vixie, Brent Malgarin, Natalie Boisseau, Andy Cline, Shannon Black.

Meeting called to order at 8:02am.

Change of Agenda. The presentation of branding moved up to the beginning of the meeting.

Dave Miller from Stokes presented their branding assumptions "manifesto". The board asked questions and gave their comments about the presentation.

Public Comments on the presentation:

Natalie- She likes the experience of Edmonds. She likes to remind people that Edmonds is not that far away. We need to develop familiarity with our customers. She wanted to know what Return/Forward meant. Dave responded that meant you go forward with family, career and that makes you act like somebody else, and that when you go to a town like Edmonds you get to return to your true self. It is a renewal.

Denise-She liked the idea and the concepts that were presented.

Shannon-Liked the brand ideas, there is a fine line between being considered "old". She doesn't want us to be like Snohomish.

Andy-We need to change the perception that Edmonds is an expensive place to shop. We need to create a shopping experience to meet the price.

Action Items from February 27th meeting:

501c3 (D&O insurance)-Foundation has not been established so there is no need for insurance. Chris has cancelled the policy.

Waiver policy-Jeff Taraday has stated that the board can make the final decision on what the waiver policy will be. Scott James will be attending the board meeting on March 27 to discuss setting the policy.

The board would like to recognize the city staff for all their hard work on the waiver policy.

The minutes were approved.

Committee Formations:

Non-Profit-Chris, David

Member Engagement/Outreach-Pam, Sally, Mary Kay, Cadence Assessment &

Evaluation-Paul, Pam Business & Civic Collaboration-Cadence, Kim and Denise

Branding/Identity- Steve, Sally, Pam, Cadence, Robert Professional Business resources-

Juliana, Kim Parking-Mary Kay, Juliana, Jenny Appearance & Environment-Sally, Kim, Steve, Mary Kay

2015 Budget & Work plan- Paul, David, Cadence

Cadence will send out the committee lists to the board. All committees have agreed to meet at least once before the April 10th meeting.

Treasurer report:

2014- \$28,835 revenue
\$3038 expenses
2013- \$57,972 revenue
\$1808 expenses

Annual meeting- April 30th, 2014

A "save the date" email blast went out March 12. The "save the date" letter will go out on March 15. On March 28th an invitation postcard will be mailed. Nominations for board positions must be received by email or post by April 10th. On April 18th, the ballot will be mailed out. We will send out a press release about the meeting also.

There was motion to accept the Strategic Brand Presentation and move forward with the marketing. The motion passed unanimously. Kevin was absent.

New Business:

Paul said that the time is now for the board to rally together and the need for communication with all members is crucial moving forward.

David has been interviewed by the Beacon Newspaper.

It was suggested that we provide comment boxes at the annual meeting.

Public Comment:

Denise is chairing the Art Walk and she wants to work in tandem with the branding process.

The meeting was adjourned at 9:51 am.

Next meeting April 10, 2014 in HDR conference room at 8am.