Meeting Minutes

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

Guests/Public Comment:
• Dave Teitzel - City Council
• Greg Urban - Chamber of Commerce

Call to Order: 8:06am

President’s Report:
• All communication through Ed!.org email

Approval of minutes for 9/28: Kiersten makes motion approve. John seconds. All in favor. None opposed.

City Update: Patrick
• Diversity Commission film series coming up - 3d Sat. Oct - April,

Committee Updates: Workplan Recommendations

Marketing:
Recap 2017 - Build Ed! awareness
• Online engagement lagged from 2016 campaign - still inline with industry benchmark
• Data shows 83% website visits from new users
2018 Budget Recommendation: $48,200
• Includes - Website update, digital campaign, Pandora advertising, social media, content copy writing, program management
• Focus on content heavy website - include local subject experts, varied subject content, social media tie

Appearance and Environment/Parking:
2018 Budget Recommendation: $26,700
- Continue umbrella program - $4,000 umbrella replacement
- Continue Pedestrian walkway project - $5,000
- Parking After Hours Program - earmark $11,000 to expand program other locations
  - (Recommendation based on prototype for doing one location)
- Environmental Graphics study - seasonal banner system use downtown holiday campaigns, etc. - $2,500
- Program management - $4,200

Communication and Outreach:
2018 Budget Recommendation: $13,600
- Annual Meeting
- My Edmonds News Outreach
- Program Management
- Events:
  - Holiday Campaign
  - 4th of July
  - Other

Professional Business Resources
2018 Budget Recommendation: $3,600
- Holiday Website Update
- Business Meeting Misc. Materials

Grant Program:
2018 Budget Recommendation: $5,000
- Lowered from $10,000 last several years due to submissions and approved grants

Administration Committee:
2018 Budget Recommendation: 26,700
- Change name of Administrator to Program Manager, increase hours
- Revitalize WA Costs
- Domain registration, email, PO box fees,
- Misc. Printing
- Holiday program management

Total Committee Recommendation Budget = $122,430
Expected Assessments for 2018 = $86,000

-$36,430
Crunched some numbers - looked at fund balance from 2017 workplan
  • $25,000 carryover
  • Developed revised recommendation for 2018 budget reflects positive end balance *(See 2018 Ed Budget Revised Recommendation)

Kimberly makes motion to approve the revised Workplan Recommended budget. Kiersten seconds. Discussion. All in favor. None opposed.

Next meeting Oct. 26

Adjourned: 9:30am