Meeting Minutes

Attendees: Kimberly Koenig, Kiersten Christensen, Carrie Hulbert, John Rankin, Matthew McCulloch, Clayton Moss, Jacob Comstock, Mark VonGunten, Petra Rousu, Patrick Doherty

Guests/Public Comment:
• Pam Stuller - Walnut Street - History on board and involvement believe it’s a good year to consider bringing on a project manager help oversee/implement programs/projects of committees and board

Call to Order: 8:05am

President’s Report:
• Attended round table Work Force Snohomish - helps place workers with businesses need employees - Good tool for local business owners

Approval of minutes for 9/14: Kiersten motion to approve. Matthew seconds. All in favor. None opposed.

City Update: Patrick
• Holiday Market - Begins Nov. 4 - four local businesses approached city with concerns over holding market last few years - says takes away from sales
• Parking ticks - look at expanding/moving forward with more pilot projects with Ed!
• Diversity Commission events coming up next several weeks - 3d Sat. Oct - April, new diversity films series

What is Ed! Elevator Pitch:
• Discussion - Draft included in attachments for Sept. 28th Board Meeting
• Add a piece/information indirect benefits for closed door/by appts. Businesses (Mark and Kiersten - email couple of bullets focused on above)

Treasurer’s Report: Petra
• Handful of committees have money left in budgets
Work plan Discussion:
  • Next meeting committees have to submit what like to put in work plan to present to city council - including budget items
  • Between now and Friday, Oct. 6th need from committee heads work plan write-up and dollars asking for from next year s budget

Committee Updates:

Marketing:
  • Proposing website updates - digital marketing support - getting cost from vendors for updates/improvements
  • Holiday campaign execution - approval for funds to do holiday website - ready to take it on - redo site make more dynamic - downplay Ed! as headline - more Edmonds theme/focus - Trolley and website
  • Carrie to set up content meetings next few weeks

Kimberly makes motion approve $5,000 collaborative media effort with city for holiday campaign. Petra seconds. All in favor. None opposed.

Appearance and Environment/Parking:
  • Carrie - Crosswalk project
    o 5th and Howell, 2nd and Main- Stencil installation showing ferry boat design

Clayton makes a motion to approve $1,000 produce crosswalk stencils. Mark seconds. All in favor. None opposed.
  o After hours parking program - Still gathering bids on sign design/install
  o Discussion over work plan for next year

Communication and Outreach:
  o Look at copyright/PR person to help share Ed! successes/projects
  o Printed newsletter - Bids - maybe 1x or 2x yearly
  o Inserts with bills businesses receive during assessments

Professional Business Resources
  o Database discussion - see what Library resources include, what might want/do in this sphere moving forward - Need to talk to Library
  o 2018 Preparedness meeting - also HR meeting

Grant Program:
  o Money discussion around budget - keep same/change
Could look at writing a printed piece to advertise program and dollars available - Add Grant to Committee and Outreach

Administration Committee:
- Discussion over changing name to Program Manager, increasing dollars within committees to implement projects by program manager

Next meeting Oct. 12
  • Bring Work plan/budgets for 2018

Adjourned: 9:32am