Meeting Minutes

**Attendees:** Kimberly Koenig, Kiersten Christensen, Patrick Doherty, Apple Catha, Jacob Comstock, Matthew McColluch, John Rankin, Clayton Moss, Carrie Hulbert

**Guests/Public Comment:**
- Veronica – Affinity Contemporary Dentistry - Office Manager
- Affinity Contemporary Dentistry - Naguib Youssef, Owner
- Greg Urban – Edmonds Chamber of Commerce

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

**President’s Report:**
- Crosswalk Design got some great publicity in newspaper
- Think recruitment - now is the time to invite people to meetings, consider joining the board

**Approval of minutes for 10/26:** John makes motion approve. Kiersten seconds. All in favor. None opposed.

**City Update:** Patrick
- Middle of budget
- Holiday market started last Saturday
- Tourism website is live
- In addition to joint efforts for holiday - city putting digital Ad in Parentmap also take out an ad in Kitsap Sun, Seattle Times, pretty robust ad campaign
- Ed! Budget and work plan submitted on Halloween to Patrick - thinking will have Ed! present during first week of Dec.
- Running ad campaign regarding whale watching - set to run in Denver
- City reekicked off enviro-stars campaign - fully supported program businesses want to engage and adopt green business practices can participate - need to apply

**No New Businesses**
Committee Updates:

Marketing:
• Joint effort with city for Edmonds holiday website - digital ad, trolley stop signs, three potential candidates for cheer ambassador position - interviews next week
• Rundown of events during December
• Ordered Shop Small kits from AMEX - working with DEMA to help coordinate/promote Shop Local
• Meeting with city to hash through recommendations - supposed to go live Nov. 10

Appearance and Environment/Parking:
• Clayton - under budget by $1,000 for parking signs, includes removal from Windemere building
• Branch manager of bank reviewing design of signs - Clayton needs to get in touch with owner of Windemere building regarding installation
• Hoping for first of year installation and completion
• City interested in running something similar in parking lot behind Chanterelles - currently rent the lot now
• Have partnered with College Place middle - help with umbrella program
• Crosswalks installed at 5th and Howell - pilot program

Communication and Outreach:
• Happy with turn out for Happy Hour
• Several New Business owners attended - hoping to do another one of these kinds of events - build more buzz
• Finding a handful of businesses not receiving information list for various reasons - goal to get out and introduce Ed!

Professional Business Resources
• Continue talking with Cathy from Small Biz Dev. Center - look to connect with Chamber on resources

Grant Program:
• Have not received any new grant submissions

Administration Committee:
• Nothing to update

John mentioned Rankin Jewelers 10-year anniversary next weekend - trunk show - food truck, hot cocoa
Greg mentioned according to Police believe to have had around 7500 trick or treaters during this year’s Halloween

Next meeting Dec. 14

**Adjourned:** 8:51am