

Minutes from Ed! Alliance board meeting on March 26, 2015 at 8am at the ECA.

Attendance: Cadence Clyborne, Pam Stuller, Sally Merck, Jordana Turner, David Arista, Robert Boehlke, Mary Kay Sneeringer, Natalie Pascale Bousseau, Juliana Van Buskirk, Kim Wahl, Patrick Doherty, Cindi Cruz, Nicole Herrin, Valerie Claypool, Andy Cline, Michael Nelson, Janice Emory, Kimberly Koenig

Meeting was called to order at 8:04 am.

*Approval of minutes:* Mary Kay made a motion to approve, Sally seconded and they were approved. Cadence abstained.

*President's report:* Pam wanted to thank everyone on the board for all working so hard on their committees. There will be an Edmonds Community cultural planning meeting on March 30th at 6:30pm at the Francis Anderson center. The Beacon will be printing our article in the new business column next week.

*Annual Meeting:* Scheduled for April 30th. The invitation is done. The speaker will be the Director of the Pioneer Square BIA. The agenda is being finalized. The committee heads will give an overview of the projects that are being worked on. Discussion about whether we should have a breakout session. A survey of the members was recommended. The committee will make the decision on the agenda based on the board's comments.

*Marketing:* The committee met with Turnstyle regarding the transit ads. The ad must be finalized by April 17. The ads will run May-June with the possibility of running longer depending on if anyone else buys the ad space. The cost of the ads is approx. \$15,000. Turnstyle cost of designing the ads cost \$2500. We will need to pay a photographer for photos to use. This will use up most of the 2015 marketing budget. We can go back to City Council if they would like to use carry-over funds from previous years.

*Bike Racks:* The committee met with business owners who would have bike racks in front of their businesses. Most of the responses were positive, some requested we not put bike racks in front of their businesses. Those have been relocated. There will be 17 locations to start. We are hoping to have them installed by May for bike to work month. The cost of the bike racks is now \$5276. We are replacing the one in front of the Cheesemonger to match the new ones. A previous motion to approve \$5000 to cover the 15 bike racks will not cover the new cost of 17 or the sandblasting of the website onto the rack. Cadence made a motion " I move to approve the change from 15 to 17 racks and to add the website to the top bar for an additional cost not to exceed \$8000 for the whole project." Mary Kay seconded. It was approved unanimously.

*Kiosk:* Based on feedback from the board and the cost, we need to do more research and survey the members to see if the Kiosk is wanted or needed. The board is also looking at additional ideas for getting the website information out.

*Umbrellas:* We are waiting for a sample of the new design for approval. The new ones are less money. The company has also agreed to provide 150 replacements from the original order to cover the ones that rusted.

*Additional committee updates:* Samples and pricing of the tote bags is being done. Ed! will provide the design and DEMA would distribute them. Kimberly and Janice will meet and discuss some more options.

*Grant program:* The committee is working on a press release. There has been some interest already.

*Crosswalk flags:* There has been interest in adding the flags to the crosswalk in front of Hazel Miller plaza.

**Action Item:** Juliana & Jordana will contact the City to see if that is something that they will provide.

*Assessment structure:* Pam was asked by a business owner to bring it up the possibility of adding a 3rd tier for closed door businesses. The board discussed what it would take to add that 3rd category. Based on the admin cost and also the future reassessment of all fee structures it did not make sense at this time.

*City Update:* The City has a new website. The 125th birthday planning is in full swing. They are looking for sponsors. Sally & Cadence are on the planning committee. Patrick was excited that the Cities ad campaign is complementary to our ad campaign. There is a cruise line that will be making a coach excursion to Edmonds starting this summer.

*Public comments:* A bathroom is needed downtown.

Meeting adjourned at 9:33 am.

Next meeting will be on April 9th at 8am in room 225 at the ECA.