Minutes from Edmonds Downtown Alliance board meeting on Sept 25, 2014 at 8am at ECA.

Attendance: Cadence, Paul, Sally, Juliana, Robert, Natalie, Mary Kay, Kim, Patrick, and John Dewhirst.

Meeting called to order at 8:04 am.

No opening remarks.

The minutes from the Sept. 11 meeting were approved.

No President's report.

Treasurer's report: No report today, they will be given on a monthly basis.

No City report.

Umbrella program: Robert and Patrick surveyed the area for possible locations for the canisters. We discussed options for tags, labels, and signs for the receptacles.

*A motion was made by Cadence "to approve an initial cost for the umbrella program not to exceed $7500, with future cost of about $20-25 per umbrella. With the intent to send out the final design of tags for review and comment before ordering the umbrellas and stands"*. The motion was approved. It was suggested we include the roll out of the umbrella program with the brand rollout.

Work plan: The committee presented the work plan draft and we reviewed it. The committee will make the revisions and send it to the City Council by Oct 1st. We will schedule the presentation at a City Council meeting later in October.

*Paul made a motion" that the efforts of the work plan subcommittee to the proposed 2015 work plan has been positively received by the board and pending any additional input in the next couple of days that the board approves moving the work plan from the board to the city council per the ordinance*. A copy of our finances will be included in the packet presented to the city council. The motion was passed.

**Action Item**: Natalie will research agency service agreements.

Friends of Ed!: The committee gave a review of the meeting. 16 different organizations attended. The common themes from the meeting were seeing Edmonds as a place with values, the human livability factor, expanding the enrichment of Edmonds. There was interest in having some future networking opportunities and some type of forum to communicate with each other.

**Action Item**: Paul will send out an email with a summarization of the meeting and the next steps.

Public Comments: John Dewhirst commented on the variety of people that attended the friends of ed! meeting. Most groups feel as though they are operating in isolation. Most groups would like some leadership in developing a game plan on what to do next. Some suggestions presented at the meeting included getting youth involved and keeping open communications.

Website update: About 130 businesses have given their info for the website. Cadence has input basic info for those businesses who haven't submitted and who have info available on the web. So approx. 200 businesses will have their businesses listed on the initial launch. Turnstyle should have the website up around mid-November. Cadence will check to see if the google docs will stay open for businesses to upload their information.

Signage: The logos are being manufactured and installation will be set up when they are complete.

Strategic Action Plan: The consultant for the City, Cynthia Burn has sent Pam the strategic action items that she would like the Alliance to look at. Cadence will send it out to the board.

John Dewhirst would like to be on the agenda for the 10/9 meeting to discuss public restrooms.

Business resources: Juliana has been in discussion with Matt Cail and would like to be included on the 10/23 agenda to discuss possible topics.

We need to discuss meeting dates for the remainder of the year.

The meeting was adjourned at 9:35. The next meeting will be 10/9 at ECA rm 225 at 8am