

Minutes from EDBID board meeting April 10, 2014 in HDR conference room at 8 a.m.

Attendance: Kevin, Juliana, Sarah Mager, Chris, Pam, Mary Kay, David, Steve, Cindi Cruz, Stephen Clifton, Sally, Shane Hope, Clayton Moss, Laura Zeck, Robert Boehlke, Valerie Claypool, Kyle Vixie, John Dewhirst, Jordana Turner, Dave Earling

Meeting called to order 8:05

Mayor Earling addressed the board. He was glad to see the press release and emphasized the importance of communication. He is supportive of the BID and offered his advice and assistance should the board need it.

Minutes from March 27, 2014 were approved.

President's report:

David thanked Stephen Clifton for all of his help in getting the BID up and running. He wished him all the best in his new job.

City Report:

The amendment to the ordinance granting exemptions for the first year for new businesses in the BID is ready to go to City Council.

The city attorney suggested a change in the delinquency policy to include withholding issuance of a business license for businesses that are in arrears in BID payments. After discussion the board preferred not to add the provision. Kevin made a motion to strike the underlined section 2 of the proposed ordinance (referring to withholding business license) and the motion passed unanimously.

Branding/Name Presentation:

Pam ran through the slide show provided by Stoke/Turnstyle to show how the branding committee arrived at their recommendation for a name for the district. ED! Edmonds Downtown Alliance met all the criteria they had established for choosing a name. The approval of the board was requested so the design firm can proceed with graphic design ideas.

There was a lengthy discussion of the process by which the decision was reached and the process by which it should be presented to the membership. Comment was requested from the members of the public in attendance. David suggested delaying the vote and holding a special meeting on Monday, April 14, 2014, so that Kevin could have time to have his questions answered and could ponder his decision. Also, the delay would give time for the absent board members to weigh in.

Public comments:

Laura Zeck: She is behind the idea of ED!

Robert Boehlke: Wants to wait for the visuals to be sure

Jordana Turner: Visuals will help. Simplicity is a positive. Going back and forth costs a lot of money. Downside to E Town is that it could be seen as a drug reference.

Kyle Vixie: It's clever and fun. It's good to present boldly at the meeting.

Valerie Claypool: She likes the simplicity and the whimsy.

Clayton Moss: He is in the business of design and always has to anticipate the pitfalls. ED! is not gender-neutral. Why abbreviate a 2-syllable word? Perhaps garner support by allowing feedback.

Meeting adjourned 9:40.