Minutes from EDBID board meeting on February 13, 2014, HDR conference room at 8am.

Attendance: Kevin, Cadence, Pam, Chris, Sally, Paul, David, Mary Kay, Kim, Stephen and Cindi.
Guests: Steve Stuller, Strom Peterson, Maria Montalvo, Robert Boehlke, Petra Rousu, Ruth Arista, Laura Zack, Jenny Shore, Kyle Vixie, and Andy Cline.

The Turnstyle team gave us their Strategic Assumptions Presentation. The board gave comments and suggestions and feedback to the presentation.

Public Comments:
Maria- She strongly objects to who are key constituents are. Thinks we focus too much on residents and would like it to be more on visitors. We need more amenities. Need to target the 11-40 age groups. It is a business improvement district; we are collecting money to make money. The perception of Edmonds is that we are expensive, need to address that. Thinks we suffer from a fear of change.
Robert- He likes the "un" of the presentation. Such as “we are un-like” other places.
Kyle-Confused about the scope of work. Thought it was a name and identity brand for downtown. Very little downtown was mentioned.
Ruth-be brave, focus on core, focus on the bowl.
Andy- Likes when customers say "seems like we are on vacation when we are in Edmonds".
Strom-We are going in the right direction. Safe, livable describes a retirement community. Edmonds needs to be an energetic, cooler, younger focus.
Stephen-We cannot forget it is a downtown Edmonds BID. That needs to be our focus.

Action Item-Send any feedback on the presentation to Pam so she can forward it to the Turnstyle team.

A follow-up presentation date will be decided by Pam and Turnstyle team. Cindi will check availability of Brackett room.

Meeting adjourned at 9:59 am.

Next meeting is February 20, 2014 in the HDR conference room at 8am.