Minutes from Edmonds Downtown Alliance on November 13, 2014 at 8am at ECA room 225.

Attendance: Sally Merck, Pam Stuller, Robert Boehlke, Cadence Clyborne, David Arista, Juliana Van Buskirk, Kim Wahl, Mary Kay Sneeringer, Patrick Doherty, Cindi Cruz, Natalie Pascale-Boisseau, Kimberly Koenig, Jeff Shearer, Mary Beth Johnson, Kurt Mattingly and John Dewhirst.

Meeting was called to order at 8:02 am.

Minutes from October 23 were approved.

Presidents’ report: The presentation to the City Council on Nov 3 was postponed. The board did a budget/work plan presentation on November 10 at the City Council work session. Questions were raised and we are addressing them and then we will represent again at the City Council meeting on November 18. David and Pam did a presentation at the Chamber breakfast on 11/12 and let them know what ED! is up to.

Thank you to Robert, Patrick, Pam and Kim for getting the umbrellas distributed. Thank you to Laura Zeck for suggesting the umbrella program and coming up with the motto for the umbrella holders.

Treasurers Report: At the City Council meeting it was brought up that they would like to see our actual balance sheet presented with the work plan.

As of Oct 31 we have collected $78,798 and we have spent $45,700.

City Report: They have submitted the application to be an affiliate of the Main St program. December 7 is the date of notification for the WA historic conference. They have holiday ad campaign that will be running on the Seattle Times online page, the gift guide and Facebook ads. The slogan is "Rediscover a holiday tradition".

Holiday Mailing and Activities: DEMA and ED! worked on a mailer and postage.

All activities listed have been donated. Activities will be posted on the Cities website and on the ED! facebook page.

Pam and Kimberly asked for permission from the board to use the graphics from the mailer to use for the window painting they have sponsored.

There is also the opportunity for stores to have their windows painted. Pam will send out the name of the painter to the DEMA members. Pam will find out about the possibility of getting window posters made.

Big shout-out to all that worked on getting all the holiday activities planned and implemented.

Small Grants: It was proposed that we discuss changing the name of the small grant program to something like small projects program. The board decided to hold off on that for now. Natalie gave us an overview of the application she has been working on. It was suggested that Natalie and Pam try to meet with Lora Petso prior to the council meeting on 11/18 as she had questions about the small grant program.
The board made suggestions to Natalie and she will make those changes and bring it back at the next meeting. Thank you to John Dewhirst for his help on this committee.

Website: Pam showed us the staged site for our information. The launch will have approx. 185 businesses to start and we will have the opportunity to add and change as needed. There are still changes being made prior to the launch. Some suggestions were made by the board and the committee will take them back to Turnstyle.

Member Seminar: Discussion about presentation by Matt Cale, from Supercharge Marketing from the last meeting. Cadence suggested she contact another Marketing firm that gives seminars so we something to compare to.
Action Item: Cadence will contact the Marketing firm and present at the next meeting.

Public Comments: Kurt asked about the possibility of getting more umbrellas. Pam and Robert will make an assessment next month about usage, loss and locations. At that time they may propose purchasing additional umbrellas and stands. Kurt also asked about the grant program and when we may be starting it.

Meeting adjourned at 9:47 am.

Next meeting is December 11, at the ECA room 225 at 8 am.