

Minutes from Edmonds Downtown Alliance board meeting on October 23, 2014 at 8am at the ECA room 225.

Attendance: Pam Stuller, Sally Merck, Juliana Van Buskirk, Robert Boehlke, David Arista, Mary Kay Sneeringer, Kim Wahl and Patrick Doherty.

Meeting called to order at 8:05am.

No opening remarks.

Approval of minutes: Cadence Clyborne is still planning to send out the spreadsheet of businesses that we don't have info on. Brandon the student from EWHS is calling those businesses and if needed Cadence will send out the spreadsheet to the board. Cadence still needs to meet with Patrick and Scott, but that will be tabled until a later date. The minutes from Oct 9, 2014 were approved.

President's report: Pam reported that Cindi sent her the Ed! introduction letter that is being sent to the new businesses. Pam and Mary Kay have revised the letter and will be sending the final version to Cindi Cruz. David received a request from Celebrate Edmonds and we will add it to the agenda.

Treasurers report: No report.

City Update: Patrick reported that the City is still working on their RFP for the Revitalize WA conference. They are looking for sponsorships. The dates are May 18-20, 2015. Mary Kay made a motion that we give up to a \$1000 (in kind or cash) to sponsor Revitalize WA with the potential to defray to in kind in lieu of cash. David seconded. The motion passed 7-0.

Holiday Lighting: David reported that Blake Longsine has asked for \$2000 to replace light bulbs and fix any lights that aren't working. The area goes from Housewares to Reliable on Main, 5th Ave. from Rusty Pelican to Walnut. The price is for those that already have their lights installed. The Chamber and DEMA have agreed to contribute. There will be the possibility to expand the program for 2015 for those businesses who are interested in having their businesses lit and we can look into budgeting for that at a later time.

Robert made a motion that we contribute up to \$675 for the replacement and repair of the holiday lights as needed in the existing buildings. Mary Kay seconded. The vote was 6-1 with Sally voting no.

Holiday Advertising: There is an ad hoc committee that has been formed to come up with ideas for the holidays. Some suggestions include carolers, later hours between Art walk and Dec 20, light projection show, trolley rides, gifting elves, and family movies. The activities will be posted on the City's calendar. DEMA will be the lead on this activity and will be coordinating this with them.

Small Grants Program: No update.

Website: Turnstyle is still working on the website. The committee attended a presentation of the work in progress. Patrick asked if we would be willing to share photos of the businesses for their new website.

Umbrellas: Should be delivered next week. The committee is looking for volunteers to distribute the umbrellas the week of Nov 3rd.

Presentation of the budget and work plan to the City Council is scheduled for Nov 3rd.

Member Resources: Matt Cale, from Supercharge Marketing gave us an overview of the presentation he would give for the Ed! members. The seminar will be scheduled for some time in January.

New Business: David was approached by Bob Rinehart to ask if Ed! would write a letter of support for Celebrate Edmonds. They are applying for a grant from the Hazel Miller Foundation to bring Carol Sanford's "Story of Place".

Pam made a motion that "Ed! write a letter of endorsement for their application to the Hazel Miller Foundation". Robert seconded it. Mary Kay volunteered to write the first draft. The motion passed 7-0.

Meeting adjourned at 9:28am.

Next meeting is November 13, at the ECA room 225 at 8am.