

Minutes from Ed! Alliance board meeting on May 14, 2015 at 8am at the ECA room 225

Attendance: Cadence Clyborne, Pam Stuller, Jordana Turner, Juliana Van Buskirk, Robert Boehlke, Kim Wahl, Clayton Moss, John Rankin, Kimberly Koenig, Jacob Comstock, Patrick Doherty, Sally Merck, Mary Kay Sneeringer, Cindi Cruz, Nicole Herrin, Lance Regan from Sustainable Edmonds.

Meeting was called to order at 8:00am.

Pam thanked the board for all their hard work and is looking forward to the coming year.

Agenda: Cadence added the Treasurers report.

Minutes: Cadence made a motion to approve, Robert seconded and it passed with a majority of 6 current board members.

No President's report.

Treasurers report: \$44,216 has been collected from assessments for 2015

\$18,672 has been spent

Through April 30, 2015 we have a balance of \$71,870 in the bank

Elections of Officers: According to the bylaws the election of officers will take place at the first board meeting after the annual meeting.

Officers have a 2 year term limit.

Nominations: Robert nominated Cadence for President

Pam nominated Robert and Jacob nominated Jordana for Vice President

Kim nominated Kimberly for Secretary

Juliana nominated John for Treasurer

The ballots were filled out and Nicole tallied the ballots.

The new Officers are:

Cadence is President

Robert is Vice President

John is Treasurer

Kimberly is Secretary

There will be a new board orientation on Tuesday May 19 at 9am.

Annual Meeting: We recapped our meeting. We had 17 responses to the survey.

Marketing: The transit ads went live on April 27th. Users to the website has increased by 91%. Kimberly would like to schedule a digital marketing presentation for a future meeting. If anyone has contacts or know of any local companies they should contact Kimberly.

Bike racks: Installation is starting today and they should install about 3-5 per day.

Signage: Estimated installation of the large directional signs is a little less than \$24,000. Jordana would like Ed! to pay a portion of that with other partners (Port, Arnies and Anthony's) each paying a portion. She will be contacting Jacobsen Marine and Salish Crossing also. The signs will be located at 1) Near PCC at Westgate, 2) Casper & 9th

and 3) 2 near the ferry.

Jordana made a motion that "We contribute up to \$5000 for installation of the large directional signs with the Ed! logo on the two closest signs. Pam seconded, no discussion, the motion carried unanimously.

Totes: The initial order of 400 have all been sold. Invoices will be going out to those merchants along with a request for their reseller permits. A suggestion was made that we sell them at the Edmonds summer market.

Grant: We have a request from the Edmonds Museum. A decision needs to be made by June 1st. The committee will give an overview at our next meeting.

Committees: New board members are asked to look at the committees and choose at least 2 committees they would like to work on and contact the committee chair.

City Update: They are running some advertising geared to tourism. They are also working with Core Creative on a Business attraction advertising campaign. They are also putting together a new tri-fold brochure. The 125th birthday celebration is looking for sponsorships.

New business: Cadence proposed we drop to 1 meeting a month for the summer. They will be on the 2nd Thursdays of the month. Starting on June 11th.

Public comments: It was suggested we put out a press release about our transit ads. Sustainable Edmonds will be present at the Wednesday farmers markets and they are asking other groups to share their space.

Sally asked if our transit ads will get returned when the campaign is done.

Clayton reported that the Edmonds Museum is starting construction tomorrow and it should take about 4 weeks. They are looking for content for their outside kiosk. Some ideas would be a map or brochures. They are also looking for donors to "buy a brick" those interested should contact the museum.

Meeting was adjourned at 9:17am.

Next board meeting will be on May 28th at 8am in room 225 at the ECA.