9.10.15 Ed! Alliance Meeting

Called to action 8:04

In attendance: Jacob Comstock, Kim Wahl, John Rankin, Nicole Herrin, Cindy Cruz, Cadence Clyborne, Patrick Doherty, Kimberly Koenig, Juliana VanBuskirk, Robert Boehlke, Clayton Moss, Jordana Turner, Pam Stuller

Mary Kay Sneeringer, Valerie Claypool, Dave Buelow, and Bill Lambert – Edmonds Historical Society and Museum. Greg Urban – Chamber of Commerce

Opening Remarks: Full agendas this meeting and next. Putting together our 2016 Work plan.

Minutes: Action item; tote bags were purchased for $600.

Kim Wahl motions to approve minutes, Juliana seconds. No opposed. John abstention.

President’s Remarks: Air BNB reached out about the Ed! site and wanted to be included. Cadence did an endorsement letter for the public restroom.


New businesses: Jacob/Nicole - Apple Counseling, Apple Catha Massage – may be a new business name, not a new company. Quite a few unlicensed business discovered, Ed! finding unlicensed businesses a plus for the city.

Presentation – Museum Board Dave Buelow;

Scarecrow Festival to be active again. Have created more categories. Goal to drive people to downtown area. Retail, Service, Insurance/Real Estate/Financial, Residential, Food+Beverage. Goal is to have 125 scarecrows. Family friendly fun event. This year, will include a map and the website is mobile friendly. Must be registered by October 1st. 10/23 to 11/6 is citizen voting. Prizes include a year membership to museum and certificate. Questions regarding design guideline and size. No guidelines outside of family friendly and handmade.

Plaza dedication: Will continue to sell bricks, but are putting a hold on 9/15 installation of purchased bricks can be completed. Thank you to Clayton for design and Patrick for the help with the 125th celebration. Annual fundraiser Heritage Days Benefit 11/13. 200 tickets.

Work plan – Reviewed and discussed work plan.

Tabling PR brainstorm.

City Update - Patrick - Press Release to create a diversity commission. Holiday moving forward, Valerie will manage public holiday market. 5 Saturdays. Parking lot between City Hall and Rusty Pelican. Produce based. Accommodates 16 10x10s, and some table sized vendors. Photo shoot today for campaign.

New Business – Increasing the number of businesses on the website. Would like to hire some additional people to sit down with businesses and add to the site. Recommending contractors – 2k 4-6 weeks.
Pam moves we spend no more than $4k using contract staff to work with Ed! members to add their business information to the website and update our member database. Robert Seconds. Discussion: Can we use high school computer department students to help with the program? Board feels it is a PR opportunity for Ed! to work with these business members and need seasoned professionals. Motion is approved. John and Jordana not in attendance.

Public Comments: Greg Urban - Car Show is on Sunday. 260 pre-registered. Eliminating outside food vendors. 18-20 responses to the survey sent to merchants and businesses.

Holiday lights – LED replacements. 1000 feet $1200. Idea for future enhancements. Idea for small grant?

Dine out Edmonds – Verbiage to Greg Urban

Meeting Adjourned: 9:43