1.14.16 Ed! Alliance Meeting

In Attendance - Julianna Van Buskirk, Kim Wahl, Robert Boehrke, Jordana Turner, Jacob Comstock, Clayton Moss, John Rankin, Cadence Clyborne, Kimberly Koenig, Nicole Herrin

Public Attendees: Dick Van Hollebeke, Jerry Fireman, Julie Culliga – Creative Age Festival. Johnathan McQuade – Beresford Booth

Meeting Called to Order 8:03AM

Minutes – Kimberly moves to approve the 12.10.15 minutes, Julianna 2nds, all approved, no abstentions.

President’s Report -

Cadence interviewed by the Herald about the city bathroom. The Rotary is trying to fill the 30k gap between cost and pledged funds.

Sent out hard copy newsletter with the 1st Quarter invoices.

Nadia S Evening sent a nice email re: the website and the referrals she’s received.

Treasurers Report - To be provided next month – additional costs from the city still pending for yearend journal adjustments.

New Businesses – New ownership for Yen’s Nails, Waterfront Coffee Company. Asking the city to include Jordana and Jacob on the new businesses emails.

City Update – City not available today. Cadence to provide the collections list.

Collections Update – City will send out collections notices, except for 2 companies that Jordana and Kimberly will contact in person.

ECC Business Course Project – Ideas discussed for upcoming projects. A.) How to improve the benefit to by appointment businesses. Including a piece on what the indirect benefits are. B.) Identify other similar commercial neighborhoods and identify categories we may be missing, or could benefit from for recruiting for that category.

Holiday Budget – There was no specific budget allocated for Holiday execution. Initially it was planned to be covered by sponsors. Opted to include a photographer to capture Ed! images to be used for future marketing which created a budget overage of $116.99.

Cadence makes a motion to approve the $116.99 costs over the Holiday budget, Jordana seconds. All approved.

Patrick to meet with the Holiday committee to do a recap of events.

Umbrella Program - Requests for more umbrellas. Lots of requests for containers – need to decide as a board how and if to continue the umbrella program. Should an annual investment for umbrellas be explored? Consider getting feedback at the annual meeting.

Committee Updates
**Environment and Appearance** - Committee met and looked over the sign plan the city presented, and looked over elements that felt hadn’t been addressed. Met with Rob and Shane re: temporary signage – recommendations include offering 3 options that a business would choose from. Stanchion signage – allow to go higher (5ft), exception language, A board, or a mounted perpendicular. They would also suggest that the city allow a submission of exception that encourages creativity. If anyone has signage and wayfinding ideas – please send to Clayton/Jordana.

Gateway signage going in on the 104. Currently there is a ‘Welcome to Edmonds’ sign at the exit for Ferry traffic. Recommendation is currently to upgrade the sign in the same spot. Clayton suggested that is not the right move given new obstructions etc. Clayton to put together some visual ideas to present to the city and will ask for member input.

**Annual Meeting** – Committee working to put together annual meeting agenda and approach.

**Marketing** - Social media events coming up; Taste of the Taste Fundraising Concert January 31st, any other events? Restaurants/Valentine’s events? How/why do other BID’s post about specific businesses? Is it possible for Ed! to begin doing that.

**501C3 Update** – Working to get that put together by April before current term is complete.

**Budget** – How do we get approved items that did not fall in 2015 but were approved, executed in 2016? To be discussed with the city.

**Discussion re: new board members/positions** – How long are the tenures. Nicole/Cadence to explore the guidelines.

**2016 Planning** - Committees please meet and put together your plan for 2016.

**New Business** –

Newsletter ideas? Open board member positions.

Nice email from Erin Long at 2nd and Main re: pedestrian safety. Concerns re the dangerous intersection. What can be done? Post office/new building/ferry traffic, unprotected left hand turn are specific areas of concern.

**Public Comments** –

Dick Van Hollebeke – Loves the umbrella program and its presence.

Introduced the Creative Age Festival of Edmonds. Creative Active Fulfilled and Engaged ‘CAFÉ’. Regional annual festival (1st annual) geared to the senior market targeting people at or near retirement age. Dr. Pepper Schwartz speaker – Seattle Rep Jazz Orchestra performing. April 15-16. Interactive breakout classes on health and fitness, HSAC is doing 5 different classes. There will also be art history, vocal and instrumental presentations. Concludes with a reception at Cascade Art Museum.

Asking for support from Ed! They chose April because of its slower time period. Asking for support and applying for a $1,500 grant request. The grant would be used towards speakers fees and advertising. Targeting S. Snohomish, N.King and Edmonds 10-12 mile radius. Max amount of people the festival could accommodate is 700, but expect 200-300 for the key events. Ticket prices will range $35-75.
Currently the organization is part of the Edmonds Senior Center with a plan to be a 501C3. The event/class list to be finalized.

www.Creativeagefestival.org

Meeting Adjourned 9:36 AM