Ed! Alliance Meeting 2.25.16

Called to order at 8:04

In attendance: Juliana VanBuskirk, Jacob Comstock, Pam Stuller, John Rankin, Kimberly Koenig, Robert Boehlke

Guests: Dave Teitzel Edmonds City Council, David Arista – Arista Wines, Mary Kay Sneeringer – Edmonds Bookshop, Roby Hyatt – DeMiero Jazz Festival, Pam Ehbar Ed! Administrative positon recommendation.

Treasurers Report – Moved to next month.

Opening Remarks – Potential new board members have been invited to the meetings and were unable to attend, but are expected next month. Kim, Jonathan, Cadence and Jordana had indicated they were unable to attend the 2.25 meeting. Discussion of the Vice President/President role tabled until the next meeting.

Minutes – Approval of minutes moved to the next meeting, as there was not a quorum.

Downtown Edmonds Merchant Association (DEMA) recap - Open to all downtown businesses and merchants, meet once a month on the first Friday of each month. Have moved out from under the Chamber of Commerce as a standalone merchant group focused on the downtown core. Downtown wide promotions planned for 2016/17.

New Businesses – list just issued from the city, to be shared at next meeting.

City Update – Downtown signage code revision moving forward. Ed! has made the recommendation that the code be secure, but with options for board review for buildings that have unique circumstances.

Administration position – After interviewing 2 applicants Pam Ehrbar recommended for the position. Her experience working with nonprofit boards and background in communication are a great fit.

Pam Stuller makes a motion to approve a contract for Pam Ehrbar of no more than 12k for the remaining fiscal year for the administrative position. John seconded. All approved.

If committees want to use Pam’s time, committee budget can be allocated for that execution.

Marketing Committee - Kimberly presented the 2016 media recommendation. As a number of board members were missing from the meeting, it will be represented and voted on in the next meeting.

Annual Meeting Update – Jacob gave the update that things are moving forward with the planning. It is to be less formal - more of an open house, networking approach. Brainstorming ways to get members to turn in their surveys. It’s important to uncover what is valuable to our membership and how can what we do be improved. Discussion about how to contact members directly to encourage them to attend, in addition to a post card to be sent to all. Meeting is planned for April 25th. Time TBD.

Jacob moves that a budget not to exceed $500 be approved for the annual meeting post card. Pam seconds. No discussion, all in favor.

Newsletter – Pam/Pam working on the newsletter. Will include a save the date for the annual meeting, new admin introduction, mention of the marketing plan and 3 member corner announcements.
New Business – N/A

Guests - Rob Hyatt of the DeMiero Jazz Fest. Just wanted to increase awareness of the event. Once a year event for schools. March 10,11,12. Tickets are $15-$35.

9:35AM Meeting Adjourned