Meeting Minutes

Meeting called to order – 8:04 a.m.

In attendance: Cadence Clyborne, Robert Boehlke, Clayton Moss, Pam Ehrbar, Kim Wahl, Patrick Doherty, Kimberly Koenig, Pam Stuller, John Rankin, Juliana, Cindi Cruz, Jacob Comstock

Absent: Jordana Turner

Adding to agenda
- Special vs. regular meetings
- Expense from 2015

Approval of Minutes:
2/25/16 – Robert moved, Pam S. seconded – all approved, none opposed, no abstentions.

3/10/16 – Question on small grants; amend minutes to say/important to know there was lengthy discussion on the topic. Move to change minutes to reflect the change. Pam moves to approve minutes, Kimberly seconds, all approve, none opposed, no abstentions.

President’s Report
In an effort to share responsibilities with board members – Pam E. will take minutes; Kimberly will be responsible. Will also begin doing this for Treasurer reports to keep consistency year over year.

Jonathan McQuade has resigned from his board position – couldn’t commit the time to participate. Bylaws say President can appoint a board member. Recommend adding 11th board member at the upcoming annual meeting (was Natalie’s).

Only one board submission so far; Kirsten – will reach out to encourage her. Pam S. reached out to MaryKay. Consider someone from professional services sector, attorney – look for representation across all business types. Clayton mentioned Pete Bennett as well; will reach out to him.

An expense from 2015 related to the photoshoot was just submitted; $38.86 for props. There was still money in the budget; Cadence moved to approve, John seconded. All approved, none opposed (since 2015 books were closed).

Special meeting notices – never set up Ed! board meetings as regular meetings; were unsure of regularity. Recommend current 2nd and 4th Thursdays as regular meetings. If we cancel, just send
cancellation. Usually July, August, November, December, just one meeting. If we change the location, it will need to be sent as a special meeting. Give notice on our website. Suggestion to make board meeting information more prominent on the home page. “Our regular meetings are…” Cindi will send wording.

Candace – move to approve regular meetings moving forward are 2nd and 4th Thursdays every month, at 8:00 a.m. – 9:30 a.m. at the ECA. Robert seconded, all approved, none opposed.

**New Businesses**
Revelations changed ownership; Bertram and Dawson (new) and SBCB, Coast Hardware,
Need to check addresses for dual addresses (such as AT Jeweler). Then we can also let Chelsea know.

Kimberly shared – learned that Frank Amomoto giving staff each $200 to spend in downtown Edmonds on a particular day. FIS (Foundation for International Services).

Idea of downtown Edmonds gift cards; would be challenging to execute to read cards. Could brand a prepaid Visa.

**Update from the City**
Patrick – many attended Tourism meeting last week; Director of Sno Co bureau, the state doesn’t have a state tourism office (only state in the country). Little $ from last year ($400k) from mostly private sector; want to keep the Washington Tourism Alliance alive. “Experience WA” If you go online to request the info, you have to pay for postage. “OPM” – other people’s money – in order to grow, need to bring people in, bring in new money. Sarah Camp from Ludwig Group also presented; online marketing and targeting. Our marketing plan tied in to what their. Kimberly shared the study – active pursuits, tech savvy, urban dwellers, young families – what they pulled matched the data Kimberly found as well.

Puget Sound Express – 90% of their business is from outside of Edmonds (whale watching). Travel spending in SnoCo is 992 million. Goal to try to find ways to explore partnerships, sync up partnerships. Developed vocabulary through their focus groups to create consistency in campaign. “Open Up”. Branded look and feel of materials; complimentary materials side by side. Next steps: Everyone attending interested in engaging. Ready to formalize – meet/do workshops to discuss messaging, commonalities, and opportunities to leverage other – any other ways to talk about sharing $ resources. Goodway Group – geofencing concepts. April 26 is first meeting. We will have at least one representative.

Restroom project – presented Tuesday evening to city council. Two concepts presented. Didn’t get full amount; ask was for budget authorization and which model. Wanted better model – requested family restroom. May cost more but could come out of real estate excise taxes. Two stalls on each side. Unisex room – could be two unisex instead. Lots of discussion.

Tonight – meeting on Hwy 99 development. Will also discuss signage.

**Umbrella** – Pam S.; get ball rolling. Want to increase # of containers; moved toward using umbrella stewards. Limited success with this. Robert and Pam have spent a lot of time taking care of this; want more sustainable model. Still hear positive feedback about program. Permanent walking billboard – great recognition, but expensive. Did pricing - Last year, 600 @12.00 per. Have about 75-100 left in stock. Based on U Village – this loss is expected. First year was perfect size, good color, but not sturdy. Last year, bigger. This year, fiberglass, same size as first year, durable. Can get 600 @13.75 each. With tax etc, $9,200. In addition, stands – add 40 more (double). IKEA model works well. 40 units @ $35.00/unit, $1,400. New signage; medallion that comes out of stands “borrow, discover, return” – add
logo, website, phrase. Has a weighted base. Hard to know expenses – could put them on 40 of the 80 units; $2,400. This year more investment, get in place, reorder. Budget for administrative piece to manage. Walk streets every week or two, have pulse on district. Grand total: $15,000. Assume $10,000 annually from here forward. 60% loss of umbrellas. Also hope to prevent loss by having more stands. Mix in front of businesses and public areas. Clayton suggested maybe connect to other projects; bike racks, recycling. Important branding. Other projects – draw lines on 4th Ave (Kim and Clayton) – better parking identification signage. Cadence has volunteer. Want to get numbers for other projects Kim and Clayton – ask them to bring in estimates to see how it shakes out. Discuss at next meeting. Idea of collection container near parking areas.

4th of July – Pam - No info yet. Sent request to trolley co to see if we can have it for parade. Think and discuss – time to submit our application. Umbrellas out of the trolley, twirling – need music.

Annual Meeting – Jacob – ECA lobby for $275 secured; got a few bids for catering. Looked at PCC for food; $396 will feed up to 100. Postcard design - $400; approx. total Ballot – administrative. Had approved postcard design; motion to approve up to and not above $2,000 on annual meeting. Jacob moved; Kimberly seconded; all approved, none opposed.

Breakdown of committee tables at the event - could ask people to sign up to volunteer; drop a card. Board member would staff. Ask board members to staff tables. Bring nametags. Pam will email – for next meeting, each committee will share what they will be showcasing at their table. For newsletter – 7:00 – 9:00. Add cash bar info to newsletter. Send reminder through mailchimp the week before. Clayton – what are expectations for this year? Communications: Postcard, newsletter, website, mailchimp reminder, ballot and survey.

Next meeting – split up list and assign board members to do personal invitations. Bring to next meeting. Pam – send image to Cindi for facebook page. Also send to My Edmonds News. Pam will send me contact info – to share with other news/social media.

Committee Updates – none else.

Social Media brainstorm – Find the Ed! Umbrella – take a pic. Repost that Rotary does egg hunt. Carve out a few hours a week to manage all social media (Pam E. will talk to Kimberly). Instagram account. One concept – ask people to take umbrellas – take a pic and post on Instagram. Use ferry photo to kickoff.

New Business – none

Public Comments – none

Meeting adjourned 9:29 a.m.

(for newsletter) Veterans memorial plaza will be under construction soon.