Meeting Minutes

Meeting called to order 8:05 a.m.

In attendance: Cadence Clyborne, Robert Boehlke, Clayton Moss, Pam Ehrbar, Kim Wahl, Patrick Doherty, Kimberly Koenig, Pam Stuller, John Rankin, Cindi Cruz, Jacob Comstock, Dave Tietzel, Joan Bowers, Apple Catha, Jordana Turner.

Absent: Juliana

(Adding to agenda)

Thank You
Cadence thanked outgoing board members. Thanked Juliana, Kim. All are original board members from the beginning. She will stay on appearance committee. Pam S. has given all of her time and energy – thanked her for all of her efforts. Pam added thank you to Cadence for everything she has done.

Approval of Minutes:
3/24/16 – request correction to minutes - dollar amount of invoice from 2015 (for props) was $38.86, not 37.86 as was stated in notes. Correction will be made. Pam S. moves to approve, Kim seconds, all approved, none opposed; Jordana abstained.

President’s Report
Holiday market meeting next Tuesday – Cadence, Pam S., Robert, Andy Cline will attend. Cadence, Pam E., Robert, Kimberly attended economic impact study webinar at the city. Great ideas to show members how we are making an impact. Shared that Roger Brooks offered that we could throw our name in the hat for a drawing for them to do a study – we do the legwork. We need to start getting data right away. Timing is perfect for us to do this. Can collect data at hotels, at events. Will make this a big agenda item – important to show our members how we have an impact.

Had outside BID interest for board members – First Financial is outside our boundary but was interested in a board position; good time to discuss bringing up expanding boundary – can do 10% per year. See bylaws – need petitions signed by businesses; city council needs to improve. Scratch has expressed interest. We need to decide as a group – dovetail with Jeff Garaday? at city. Ask those with contacts to

Next meeting is after annual meeting. Will have four new board members, and will vote on new officer positions. Need to be nominated by another board member. Recommend outgoing board member to
vote to replace. Cadence not eligible to be an officer. All positions open. Cadence will talk to incoming board members letting them know if they are interested in an officer position.

**Treasurer’s Report**
John – (shared current financials)

**New Businesses – none since last meeting.**

**Annual Meeting –**
Discuss ballot and nominees. Have more nominees than spots for first time. Cadence will ask MaryKay – may choose to come off if we have a full slate. Great to have two by appointment nominees. Five candidates are Kiersten Christensen, Appe Catha, Shubert Ho, MaryKay Sneeringer, Petra Rousu. Jordana – Pam, Jacob and Jordana talked to several about potential board positions. Rashid, Melanie Everett. Polite declines from Peter Bennett, Edmonds Vision Center. Try to find own replacements for the future – start the process earlier. Discussed ballot and survey wording for improvement.

Jordana –
Table 1: Appearance and Environment – Jordana will be lead
Umbrella, map of suggested parking, picture of bike racks?

Table 2: Marketing – Kimberly will be lead
New creative concepts to share; giant bus ad from last year (30x144); pull up website; trolley signs.

Table 3: Member Outreach & Business Resources – Jacob lead
Museum walking map (Clayton), CAFÉ poster (Pam S. has); Print newsletters, welcome email
Survey for future events. Copies of the workplan.

Table 4: – Grants and Events - Pam S.
4th of July, trolley sign, grants.

Reception Table – Pam E. - Welcome table - Collect ballots, nametags, answer questions,
Feedback sheets to make comments/suggestion box. Are you getting the newsletter?

Cadence – print copy of 4th of July
Décor – Cadence has balloons and will get them filled.
Pam – purchase 3m Velcro to hang bus sign
Kimberly – will bring three easels
Jacob – one easel
Pam – three clipboards
Pam – print newsletters and welcome email examples (table 3)
Pam – make ballot box, suggestion box. Sign-in sheet – include name and email addresses – verify from the spreadsheet.
Survey for signups for tables – Jordana has format.
Clipboards – Robert has some; I have a few.
Cadence will print copies of the 2016 workplan
Ask each board member to talk to at least 10 people to personally invite them to the meeting.
Catering – using Cheesemonger, supplement
Setup: Have some seats along the perimeter.
Pam – annual meeting awareness == add to social media, MyEdmondsNews, Beacon, PR list. Sending email through mailchimp.

Cadence will say something – brief TY to board members, introduce new board member nominees. Q&A. Ask for a mic for A/V.

Arrive by 6:00 p.m. Pam – bring magnet board nametags Pam – re-do magnet board meetings Check with plates and napkins – included in catering?

Appearance and Env committee meeting – Jordana shared we like the umbrella program; needs adjustment before investing more money. Need to compensate as much as we can for the loss. Design retail umbrella option to help offset costs (self-funding). Clayton can design something to go into the bins to show to return them. Need more specific costs. Robert will work on design on retail option. Talked to Petra and Pam S; needs more research. Robert – also pursue sponsorship option. Also add verbiage – “property of Edmonds Downtown Alliance – not for resale.” Pam S. – budget proposed; know it will be expensive, do we want to keep doing it. General consensus from last mtg – yes. Would businesses be OK with losing 60% each year? Spend lots of time on research. We care about program but need fixes before spending that much. Wait for feedback from annual meeting. Moving forward with engineering for parking drawings. Would like to present something to the city – diagonal parking on 4th ave south. Cost $800-1200. Engineer would see how parking could be maximized. Allows for different phases. City willing; start the conversation. Want to make sure concept we bring to city would be able to be presented. Asked Patrick - don’t need RFP for parking inquiry cost. Threshold limit for RFPs is somewhere around $30,000. Need proof of three estimates. Firm could volunteer to do this. Jordana moves to approve up to $1500 to go toward engineering costs to draw up preliminary parking improvement recommendations. Robert seconded. All approved, none opposed, none abstained.

Update from the City
Patrick - Holiday market mtg next Tuesday. Intern from ECC on tourism for next few months. Any ideas related to tourism, let Patrick know. Searches of Edmonds online, ways to enhance presence. Tourism workshop few weeks back – have focus workshops, one on April 29th, May 17th, one in June. Restroom project – were going to present on Tuesday, was cut from agenda – will present next week. By August.

Small Bus – got a grant request from DEMA.
Committee Updates – none
Social Media brainstorm – Find the Ed! Umbrella – take a pic.
New Business – request for cameras for security. Could be a small grant program. Police are interested. Car prowls on main. Problems on 5th as well.
Public Comments – none
Jordana - Update on Milltown bathrooms soon, and greenspace.

Lots to get through next few months – keep an eye on agendas – unpack, focus on one thing – lots to do.

Meeting adjourned 9:38 a.m.