Meeting Minutes

**Attendees:** Kiersten Christensen, Jacob Comstock, Kimberly Koenig, Robert Boehlke, Pam Ehrbar, Clayton Moss, Jordana Turner, John Rankin, Shubert Ho, Petra Rousu, Cadence Clyborne

**Absent:** Apple Catha, Shubert Ho

**Call to order** – 8:02 am

**Welcome**

**President’s Report** – reviewed mission statement; reminder to board why we are here.

Met with city regarding BID expansion. Looking to expand into Salish Crossing; also discussed business licenses. Example – salon, individual chairs; split among all. Can be an issue with small shared offices. Some come in, get a biz license; some use an office once per week. At same time we expand boundaries, review ordinance.

Patrick – regarding Salish expansion; drafted new petition form, shared with legal, waiting for a response. Went through bylaws and saw things that could be changed/should just be in the code.

**Timeline** – share presentation with city in October, share 2017 Workplan; in companion, changes to code and petition to expand BID.

**Messaging** – need to understand up front that there is a fee, but also show the benefits.

**City Update** – City council approved new a-board signage. Will count against total signage allowable for businesses. First step – letter going out to businesses to discuss location, size. Theoretically, everyone has to get a permit to have a sign. Great deal of discussion on this topic. It was noted that the great majority of the business community is not involved at city council.

Patrick will pick up Visitors Survey data from participating businesses. Larger national research survey was first mailed to 2200, then shared online. Total – 906 respondents; data will be shared next week. Responses from opt-in participants and solicited were almost identical. General perception – people who have lived here longer have a more negative perception. Edmonds has some of highest ratings for place to live, place to visit. Place to retire – people under 35, rated very high. People retired – scored lowest. When asked how data would be used, could be used to support argument for increased police, transportation, parks services – useful when presenting budget.

**Parking** – Clayton and Jordana attended a meeting and reignited discussion with the city. Trying to address banks or other businesses with empty parking at night that could be used. Asked for opinion on parking enforcement - requested more. Karen Wiggins still willing to share her voice.
Approval of 7.14.16 Minutes – Reviewed minutes from July 14 meeting; Jordana moved to approve; all approved, none opposed. Kiersten abstained (left early).

New businesses – none at this time.

Treasurer’s Report – unable to visually share the report to group on the projector. John verbally shared – revenues were $8,653.44, total $59,855.78 for the year.

Regarding funding for the restroom project – city will do journal entry, is a line item in the budget. Restroom project is out for bid; aiming to have open and done by Halloween.

Committee updates

Prof Business Services Committee Kiersten - Met and discussed website priorities. Bid from Turnstyle was expensive; sent revised budget options. Adding Instagram, changing events featured on site. Goal – website is our main platform for all businesses. Spotlight a business for each category to highlight each month.

Marketing – Kimberly shared that the digital and transit campaign is complete. Coming to end of Instagram campaign with Janet – will start again for holidays. Growing library and followers. Want to use window cling idea. Next is holiday stuff, working with city.

Holiday committee – Pam S., Pam E., Robert, Patrick, Kimberly, Andy – Kimberly will reach out to committee from last year.

Member Outreach – Committee developed copy for a new member outreach piece – what Ed can do for you, information, links. How to get involved, reminders for annual meeting, etc. Use this to drive people to website to a member page. Bid from Kyle Gabour for design: $900. Cadence made a motion to approve up to $1000 for design of new member brochure; Jacob seconds. All approved, none opposed.

Appearance & Environment committee - Umbrellas; have a new umbrella stand option to present. Make it more sustainable; try to resolve issues with trash. Goal to replace existing stands and order more. Want to move toward sponsorship program, to get in place by end of year. No pricing yet on signage for stands; Clayton is working on this (Ed discs on stands). Sample stand comes in at $18 wholesale. General consensus from board and results from Ed member survey say that the umbrella program is very popular, and want it to continue. Majority of group agreed that since the umbrellas also serve as a good marketing tool, Kimberly said that she would be willing to share funds from PR budget toward the umbrella program if it is needed.

Umbrella stands -- Jordana proposed motion to spend up to $2500 to purchase 80 umbrella stands. Seconded by Petra. Discussion – concern about installation. The sample shared could be freestanding or it could be mounted to a post, modular, could be expanded. Could be bolted to the ground, to concrete or wood, after being verified by committee that it works. All approved, none opposed.

Umbrellas – Cadence made motion to approve purchase of 600 umbrellas up to $9,000 with verification that marketing dollars could be used toward cost. Majority of board approved motion to purchase umbrellas; Jordana Turner opposed. Motion passed.

Meeting adjourned - 9:40 a.m. (didn’t finish other committee reports)