Meeting Minutes

Attendees: Robert Boehlke, Kiersten Christensen, Jacob Comstock, Pam Ehrbar, Clayton Moss, John Rankin, Petra Rousu, Cadence Clyborne, Apple Catha, Cindi Cruz, Jordana Turner, Patrick Dougherty

Absent: Shubert Ho, Kimberly Koenig

Guests: Dave Buelow, Edmonds Historical Museum; Mary Kay Sneeringer, Edmonds Bookshop

Call to order – 8:04 am

Welcome and President’s Report – Shubert will be out until later this year.

Majority of today’s mtg – focus on workplan. Moving forward with Salish Crossing expansion. Meeting next week to combine Member Outreach and Business Outreach committees; will work on this. Will separate umbrella program as separate line item and also separate out Holiday and July 4th expenses.

Public Comments - Dave Buelow, Museum – thanked Ed! for helping complete the plaza by contributing the Walking Map. Sharing highlights on Scarecrow Festival. 5000 unique web visitors to the site last year; 85 scarecrows. Good opportunities for businesses to be involved. Will have an online map of locations. Instagram, FB and Twitter. Signage will be provided to participants. Register by Oct 1.

Minutes from 8.11.16 – correction – Shubert was not in attendance on 8/11. Clayton moves to approve, Cadence seconded. All approved; Apple, Jordana and Kiersten abstained.

Treasurer’s Report – Noted Appearance & Environment committee expense was for 50% deposit on umbrella order.


Committee Updates

Marketing: Kimberly away; committee meeting on Monday. Combined messaging with city for holidays.

Appearance & Env – Jordana deferred to Clayton. Have two entities working to improve parking – Economic Dev and Ed!. Short term – look at existing city parking areas, satellite streets, signage improvements, and employee parking zones. Shared proposed plans to rearrange parking proposed by Geralyn Reinart. Cadence asked if the information would be shared with the Economic Development Council. Another idea - some businesses have underground parking that lease parking to other businesses to use. Parking engineer - needs a contract signed, for any non-vendor. Committee to request scope of work from the engineer so Pam can draft the contract.
Umbrella Program - Robert shared that 600 umbrellas have been ordered; shared a drawing of another umbrella holder option. $25 wholesale; holds 4-6 umbrellas. Will bring sample for next meeting.

Grant Program – looking at revising language to make clearer

Non-Profit – no updates

Member Outreach and Business Collaboration and Outreach – meeting next week to discuss combining these committees. Will have them lead BID expansion.

Professional Business Resources – Kiersten; based off Turnstyle bid – will be making updates on home page for website, and talked about plan moving forward to include in 2017 Workplan.

2017 Workplan Discussion
Goals – look at schedule to get things done, set up city council time, discuss how to share the workplan.

Prep to bring to city council: Include 2017 Workplan, amendments to ordinance, amendments to bylaws, potentially bringing in petitions at the same time. Plan to have it October 3. Try for city council in late October – maybe 10/25. Petition – if we have responses in a week prior (Oct 17-18), would be OK.

Asked as many board members as possible to attend. Cadence will put PPT presentation together – need list of accomplishments from each committee for this. Graphics, photos will help. Need this in two weeks.

Robert, Cadence and Pam met to discuss Workplan. Shared 2016 version. Put things in that administrator could manage, instead of volunteer hours. Focus: What is most important to membership? Parking, pedestrian safety. What can we do to hone in on what we can accomplish next year?

Patrick – when council approves budgets, there is usually a project associated with it. May include but not limited to (list capita projects) – street improvements, informational signage...

Find out what West Seattle does to manage their parking lot. Could be a good use of funds. Define this and put it in the workplan.

Pedestrian safety - Idea for crosswalk art. Pam Stuller had researched cost for this.

Patrick – notion to carry a balance in order to pay bills along the way. Add to workplan – need to have a reserve to pay the bills.

Asked every committee to send information to Cadence to complete draft work plan. Need by next Wednesday 9/14. If she doesn’t get it, it won’t be included in the work plan. Work plan will be reviewed at meeting on the 22nd.

City Update

Patrick – requesting a bid on the 14th for state preservation conference. Didn’t get it last time; Hoping for same commitment from Ed to offer $1000 sponsorship for the conference. Event is a 2.5 day conference; 250 members from around the state would stay in the area; lunches and dinners on their own. Sponsors get great recognition. Total budget is $17,000. Two dates – either May 21st-23rd, or April 23rd – 25th of 2017. City will be asking for more sponsorships. Sno Co County request is for $14,000.
attendees. Cadence moved for Ed! to sponsor up to $1500 for the Main Street/RevitalizeWA conference in Edmonds as a one-time expenditure for 2017. Jordana seconds. All approved, none opposed.

Will share updated sign code info with our membership.


Sustainable cities program through WWU; app or mobile-friendly site to help with downtown orientation, culture. Kickoff of event in Bellingham on Sept 29th. Will be presenting to class, and want Ed to be involved.

Holiday market going forward well. Had 20 vendors last year; 30 so far this year. Santa station – maybe be on trolley for awhile, be in the station for awhile – discuss. ½ of 5th avenue will be the market. Will have music. Co-op on digital marketing campaign – will discuss with our marketing committee.

**New Business** – none today.

**Adjourn** – 9:36 am.