October 13, 2016
8:00 AM - 9:30 AM
Edmonds Center for the Arts

Meeting Minutes

Attendees: Robert Boehlke, Jacob Comstock, Pam Ehrbar, Petra Rousu, Apple Catha, Cindi Cruz, Kimberly Koenig, John Rankin

Absent: Cadence Clyborne, Clayton Moss, Kiersten Christensen, Shubert Ho

Guests: Pam Stuller, Walnut Street Coffee; Greg Urban and Jan Nicolas, Edmonds Chamber of Commerce

Call to order – 8:07 am

President's Report – Reported that Jordana Turner resigned from the board. Want to remind board that committees bring items to the board for their review, and the board decides/approves.

Reminders: Meeting on 10/24 with the city to discuss potential BID expansion, edits to code and bylaws. Presenting Ed! 2017 Workplan to city council on Monday Nov. 7.

Robert and Kimberly met with Mayor 10/12; initially about sign code concerns, but had dialogue about groups collaborating to not duplicate efforts. Brought up importance of sharing information with key business leaders to disseminate to others.

Approve Minutes - Approval of 9/8/16 Minutes – Jacob approves, Petra seconds; all approved, none opposed. Approval of 9/22/16 Minutes will wait until next meeting, as a quorum is not present.

Treasurers Report – John Rankin shared current financials.

New Businesses – none.

BID Expansion – Jacob, John and Robert met and plan to get petitions signed. Also look to include Edmonds Health Clinic per their request.

Committee Updates
Marketing; Kimberly – Working with Eileen and Patrick on holiday landing page. Allocated $5,000 to joint marketing effort with the city. Messaging will bring everyone to a landing page.

Appearance & Env.; Clayton not at meeting; discussed umbrella stand options - $25 option, may not be big enough. Signage/color needs to be visible. The visibility is good on the current IKEA/silver bins. Pam S. will connect with Clayton to see about coming up with a grid to go over the current bins to deal with trash problem.

Parking – have seen more enforcement lately. John R. will follow up with Clayton on parking.

Business Collaboration & Outreach (formerly Member Outreach and Business Collaboration committees); Jacob – have brochure copy for a leave-behind piece; could send to design (design budget approved). Could make this a generic leave-behind overview of Ed!, not just for new members.

Professional Business Resources; Kimberly – the website homepage has been updated to share new Business Resources, with redesigned announcements and integrated Instagram on home page. Question on how businesses for the Business Spotlight are selected: There is a randomizer that selects businesses by category to feature each month.

Window cling idea: designs shared for potential window clings to have shown in Ed! member windows. Words used: DelightEd! TrustEd, RefreshEd

Grants – no update
NonProfit – no update

Emergency Preparedness – Apple presented idea to have an event for Emergency Preparedness for businesses in Edmonds, as there is currently no emergency prep for our constituents. She is in touch with the Red Cross, who will do a complimentary 45 min - 2 hour seminar on this topic. She also contacted the Fire Department and is waiting to hear back.

Cindi shared that we can use the plaza room at the library at no charge. Could potentially combine two program presenters – Ed! and Chamber. Ideal timing – before Thanksgiving if possible. Create an invitation and share through social media and our newsletter. Pam will work with Apple to come up with a budget.

Holiday Committee – Pam Stuller showed PPT with history of holiday trolley/events starting in 2014. Request to expand trolley hours from 12-6 to 11-6. Trolley cost for 2016 will be $4200 to run the trolley four Saturdays (11/26, 12/3, 12/10, 12/17). Consider paid social media to promote vs. postcard mailer. Accommodate for professional photographer and some admin support. Expenses will be similar to last year.

Admin time could include contracts, invoices/payments, trolley scheduling. Pam S. can do press releases.

City Update; Cindi – Patrick traveling. Holiday market moving forward, city will provide barricades or possibly permanent signage instead of barricades. Restroom project moving forward.

New Business – none

Public Comments – Jan Nicholas, new Membership Manager for the Edmonds Chamber of Commerce introduced herself.

Adjourn – 9:27 a.m.