Meeting Minutes

Attendees: Robert Boehlke, Pam Ehrbar, Apple Catha, Cindi Cruz, Kimberly Koenig, John Rankin, Cadence Clyborne, Clayton Moss.

Absent: Petra Rousu, Jacob Comstock

Guests: Dave Tietzel, Mike Nelson and Neil Tibbit, Edmonds City Council members; Pam Stuller, Walnut Street Coffee; Greg Urban and Jan Nicolas, Edmonds Chamber of Commerce; Tracy Felix, ArtSpot

Call to order – 8:03 am

President’s Report – Save Nov. 7 on your calendar for our presentation to city council. Met with city to discuss edits to Ed bylaws and code. BID expansion update – John and Jacob both visited all businesses in Salish Crossing. No signatures yet. Requested volunteers for TEDEx talk on Nov. 18th. Reminded board we only have one meeting in Nov and one in Dec; all projects need to be finalized and billed before December 31st.

Approve Minutes - Approval of 9/22/16 Minutes – Cadence moves, seconds; all approved, none opposed. Approval of 10/13/16 Minutes – Cadence moves, Kimberly seconds, all approved, none opposed.

New Businesses in BID – Pam shared the following four new businesses; New You Esthetics, Bop N Burgers, Boris Davidovskiy, and Pacific Rep Works.

Committee Updates

Marketing: Kimberly – Joint marketing effort with the city for a website landing page; will be edmondsholidays.com.

Appearance & Env. – Clayton and Pam Stuller shared umbrella stand prototype with signage/magnet wraps. 2 signs per stand; would be about $20 per stand. Estimate coming for another custom stand. Current bins no longer available at IKEA. More bins to increase retention. Minimum 2-3 per block. Will continue using current bins and add 4000 more. These also act like mini-billboards.

Parking – Clayton not leading this, but goal is to maximize parking. Hired a contractor; restriping to maximize space. Pam S – city is potentially negotiating with new owners to maybe lease private lots. Patrick will follow up. Also included in our 2017 work plan. Has been shared with city Economic Development council.

Business Engagement & Outreach Pam S. shared a member brochure that could be used as a universal piece for all members, not just new members.
Professional Business Resources; Kimberly – updates to the website home page are complete.

Kimberly made a motion to spend $650 from Professional Business Resources committee to produce 4x4 window clings for member businesses. Cadence seconds; discussion - businesses can choose which one they want. Can distribute along with posters, flyers and database verification that will be done through member outreach. All approved, none opposed.

Grants – Received request from Edmonds Community College Foundation to support their 5K on Nov. 19th. After reviewing, the committee shared the request was too late – most requests for projects in this timeframe are in March. Brochures/posters already printed – too late for Ed! inclusion in marketing. Event concept is good, but timing is off. Would like to consider for next year. Recommendation is not to fund this.

Administrator duties overview – Pam E. shared a presentation outlining her scope of work as administrator of Ed!, including support for the board, committees, finance, member communications, website management, and support for special programs and projects.

Emergency Preparedness – Apple – event will be held at Edmonds Library Plaza Room for Tues. Nov 15th. Joint event with the Chamber. Will have refreshments. Apple made motion to approve up to $900 to be spent on Emergency Preparedness Event with understanding that every effort will be made to reduce expenses. John seconds. All approved, Clayton opposed, none abstained. Motion passes.

Sign Code Discussion – Tracy Felix attending; she spearheaded with a letter. Lots of anxiety/stress about taking away signage for businesses. Want to work with city to move forward in positive direction. Permit price was a concern; code not written to encompass overall sign sq. footage. Not having signs has financial impact on businesses. Asking Shane Hope to send letter to all businesses clarifying what is going on. Provides transparency and uniformity of info. Ideal to: 1) Send letter to businesses; 2) Resolution to city council.

Work together to develop new signage plans. Dave Tietzel thanked group, came to listen, and wants to work with everyone. Willing to look at proposed options, and asked what was needed from city council. Reply was that a resolution is needed for a timeframe in order to make plans; revisit elements required to submit. Mike Nelson added, get assurance from city that this portion of the sign code won’t be enforced for potentially up to 120 days. When asked who should be at the table; EDC, Ed!, Chamber, DEMA,, Shane Hope, city council member.

Neil Tibbit shared this is holiday time, tried to get on agenda earlier. Also reminded that the sign code is for the entire city, not just downtown. Not only dealing with A-boards, but state and federal court cases involving freedom of speech. Asking to have someone review Planning Board minutes. Keep momentum going. His point of view – helpful to bring several proposals to council.

Wayfinding signage – Pam Stuller shared PPT – samples of signage options in other towns. Examples from Ballard - $8500 per sign. Total projects - $150-175,000. Could there be a variance, interim solutions? Maybe partner with city?

What next – requested letter from Shane. Timeline for 120 days.

Holiday Committee – Pam Stuller again showed PPT with history of holiday trolley/events starting in 2014. Estimated expenses by Ed not to exceed $5,950. Proposed 2016 Holiday media effort.
Admin time (up to $300) for trolley management, route finding, also poster delivery, window clings, verifying database. Need a professional photographer. Cadence shared motion to approve up to $6000 for the holiday budget; Kimberly seconds, all approved, none opposed.

**New Business** – Kimberly and Pam E. briefly shared Gmail GSuite email program conversion for board member email platform – ran out of time to vote on this; will discuss on 11/10.

**Public Comments** – none

**Adjourn** – 9:52 a.m.