Edmonds Downtown Alliance

December 8, 2016
8:00-9:30am
Edmonds Center for the Arts
Room 225

Meeting Minutes

Called to order 8:05

Attendees: Robert Boehlke, John Rankin, Cindi Cruz, Petra Rousu, Apple Catha, Cadence Kerr, Kimberly Koenig, Clayton Moss

Presidents report:

Kiersten was going to be back this meeting, but she is out, so we will welcome her back in January

Next Tuesday December 13 presentation to City Council; meeting soon to go over presentation; Cadence to send packet information to Cindi Cruz just in case Patrick did not receive it; when presentation is complete, Robert to send to Patrick for inclusion on the screen

Parking enforcement – part time person in budget for parking enforcement next year; consider sending a letter to members reminding them not to park on the street; need to work on hard copy letter to business members with January 1 invoice with year-end review.

Strike bylaws from agenda since no Patrick here today; replace with conversation regarding year-end report

Approval of Minutes:

Cadence Clyborne moved to approve, John Rankin seconded; passed unanimously

Treasurer's Report - Assessments $75,789.02; Total Revenue: $143,154.36; expense $64,971.56
Balance: 78,182.80

Pam Ehrbar is out of money under admin; board will need to revisit her contract in January; let's put together a list of what she needs to do this year, have her do it and keep it limited:

- Finish the email transfer
- Put together the password information and accounts for us

Cadence Clyborne will help update treasurer report in December/January once 2016 numbers are final

Emails transfer – Kimberly Koenig to follow up on with Pam Ehrbar

Need to look at position again; are there other positions like this? Diversity commission has one and scope of work is very defined; we are going to revisit the situation in January and discuss the position, scope and open up for interviews; pam to send job description; Cadence to draft email for Pam Ehrbar and send to Robert; Robert to send to Pam; Robert add to agenda next month; add evaluation measures

New Businesses – struck from agenda; no update
City Update: diversity event at world café this Saturday; holiday market going well; parking meeting met two weeks ago and another meeting next week; Pam is attending parking meeting; keeping economic development commission in loop with City; parking meeting is on the 14th 2pm

Marketing – two weeks of digital Facebook ads; reach of 45Kk plus and click rate of 5% (normal is 2%); better than mailer; at end of campaign, we will do a review

Appearance & Environment:

Umbrellas: Pam Stuller presented stand options; original 40 stands were $2120; current locations do not cover boundaries; recommend adding 40 more; we received the 600 umbrellas; new locations increase ability for people to return umbrellas; we have approx. $8700 left in budget; recommendation is to maximize budget; may need to identify admin help to keep it going; need to determine if we want to continue or not;

Option 1 – Umbria – somewhat residential $50/stand
Option 2 Modified Umbria - $100/stand, more commercial
Option 3 – metal bin - $65/stand – large, can’t see umbrella, trash issue
Option 4 – custom stand Makers Space ECC $75/stand; requires help; they would do sourcing

Everyone agrees to continue umbrella program and it is included workplan for next year

4th option is preferred but need to know volunteer hours needed; recommendation would be to order new umbrellas this year and finish stands next year

Motion: Cadence moves to purchase up to 600 umbrellas for a cost of up to $9000 with $8000 allocated to the 2016 budget and $1000 to be allocated in 2017

Kimberly Koenig seconded

Discussion: where will store? Petra has room. Clayton will volunteer to help; get volunteers; need to fill in bins; new

Pam S will bring more info on volunteer hours for next meeting and we will continue discussing stands

Outreach – Jacob and John working on Salish; meeting with bank next week; John meeting with 190 Sunset; Clayton will help out; moving forward next year

Clings are out; Piper had good report on businesses she visited – 332 businesses visited; 41 unidentified – working on making sure they have business licenses; 40 asked for web link; spent 43 hours; new member brochure is still being worked on; majority of people are somewhat ambivalent; handful not happy; some very happy

Professional business Resources – meeting with Turnstyle next week to see how website is interacting and making some changes

Grant program – ECC contacted; struggle with timing on submittal of grants; need to work on some changes to program
**Emergency Preparedness Event** – successful joint event with Chamber, 50 people attended; $417 spent; got some good presenters and a sponsor to help with costs; would like to see more events like this; add to agenda for next meeting – 5 minute brainstorming session for topics and partnership with Chamber

**Year-end Letter:**

Topics for year end letter could include: parking enforcement – please remember to keep our parking open for customers, marketing campaign information from powerpoint; holiday campaign information; emergency class, restrooms, focus next year is parking, pedestrian safety, website update and quarterly business seminars.

Cadence will draft and send letter to board;

Add to agenda next month – form committees

Adjourned 9:35