Meeting Minutes

Attendees: Robert Boehlke, John Rankin, Apple Catha, Kimberly Koenig, Kiersten Christensen, Carrie Hulbert, Cindi Cruz

Guests: Courtney Fischer – Zinc

Call to order – 8:08am

Approval of Minutes: 2/23: Update spelling of Kiersten’s last name. Update to guests: change to only Pam Stuller. Kiersten moves to approve, John seconds. All approved.

3/9 minutes: spelling of Kiersten’s last name to Christensen. Kiersten moves to approve, John seconds, all approved.

President’s Report (Robert Boehlke) – At the city meeting there was a discussion about signs; the rules changed about changing positions, blade signs, A-boards. They’re adding 6 sq feet to overall sign allowance. There’s a push to do directional signage, need a committee for that.

Treasurers Report (John Rankin) – Revenue for Feb is $34,735.01, grand total of $84,399.25. Expenses for Feb are $2,120.14 for a balance of $82,279.11

New businesses – Practical Family Health; Eric Huffman LICSW; Mountain2City Physical Therapy

Annual Meeting – Reviewed Cadence’s email about what was done in the past and what committees can do this year.

Committee Reports

Marketing – Spring photo shoot is next Wed at 10am for bus transit ad. Digital & transit contracts done. Annual meeting information sent.

Appearance and environment – Reviewed potential signs for annual meeting. Wayfinding signs for specific businesses, Kimberly recommends that we move forward with the project. Clayton could direct the project. Frances Chapin and Patrick Doherty would be good resources for creating the RFP. Robert and Cindi will get it started and review at next meeting.

Communications and outreach – Jacob and John met, or annual meeting they want to do a voting board and a suggestion box.

Professional business resources –
Grant Program - For annual meeting, have info about the grant program program, such as what it takes to qualify and what the deadlines are. We will print out what has been done in the past. Need to determine what to do for the voting board.

Administration – Transition administrator support to Kiersten from Pam.

City update (Patrick) –

The Home Based Business Workshop was successful, will do another one. Ed! may want to do one as well. Carrie will send out notes, Cindi will send the deck.

Kimberly and Apple are set up for the RevitalizeWA conference. The Courtesy Umbrella program was submitted for the Special Projects award.

New Business – Discussed possible new board members. Nominees will be encouraged to attend 4/13 meeting. Filling 3 positions.

Grant Program: Need to continue to promote it

Whale Watching Boat: they have a book on board, the only type of advertising they have.

Kimberly would like an Ed! Map, would need to be easily updateable and printed ourselves. The city is creating an interactive version. Kimberly & Kiersten will research a printed map for tourists, possibly a postcard size that drives you to the site.

Public Comments – None

Adjourn – 9:05am