May 11, 2017
8:00 AM - 9:30 AM
Edmonds Center for the Arts
Room 225

Meeting Minutes

Attendees: Kimberly Koenig, John Rankin, Kiersten Christensen, Clayton Moss, Jacob Comstock, Petra Rousu, Matthew McCulloch, Cindi Cruz, Patrick Doherty, Carrie Hulbert
Board prospects for two open by appointment positions - Jodie Lende from Chroma Salon and Mark VonGunten from Ten Gun Design

Guests: Pam Stuller - Walnut Street Coffee, Rachel Dobbins - Art Walk of Edmonds

Call to order - 8:02 am

President’s Report -

• Kimberly highlighted takeaways from Revitalize Washington Conference in Chelan
• Asked board members take some time and share what they see as role of board/Why joined/What hope to get out of experience
  o Clayton: Spent last 10 years developing relationships with various stakeholders. Hear from people what like to see - doesn’t feel there has been a conduit in the past for people to share ideas - believes this is what Ed! is about
  o John: Wants to live and work in a better community - usher in more economic vitality
  o Kimberly: Sees value in building into next year’s work plan goals/expectations for recruitment of new board members
  o Matthew: Goal to get more involved in Edmonds/Expand network. Believes needs to be more conversation about who Ed! is and what Ed! does
  o Petra: Would like to see business community thrive and become better-known community. Looking to attract new energy
  o Jacob: attract other businesses; make better community for both new and established business in Edmonds
• Kimberly encouraged board members to take copies of Ed! pamphlets and share the tangible things Ed! has been able to do over the last few years with other business owners in the community
• Asked Mark from Ten Gun Design what brought business to Edmonds/was previously located in Queen Anne
  o Mark: Outgrew space/Parking was an issue. Started looking toward Edmonds. Mark mentioned it can be hard to get developers to come north
• Kimberly asked board members to continue to fulfill committee obligations - review work plan and continue to work toward completing goals established beginning of year.
• Reminder board to check their Ed! Email accounts
• Kimberly moved to follow discussion with appointments of new board members. Board confirmed Mark from Ten Gun is officially part of Edmonds – did receive current business license
• Kiersten made motion to nominate Mark and Jodie as both ‘By Appointment’ board members. Clayton seconds. All in favor. None opposed, no abstentions.
• New board members Matthew, Mark, and Jodie must complete orientation.
• Patrick reminded all new board members they have 90 days to complete Open Public Meeting Act video. Mentioned Public Disclosure Act and discussed difference between quorum outside board meeting
• Carrie will set up new email addresses for board members.

Approval of 4/13 and 4/27 Minutes – Jacob made a motion to approve minutes. Kiersten seconds. All in favor. None opposed. Mark and Jodie abstain.

Treasurer’s Report – No report

New businesses -
Ten Gun Design, 120 3rd Ave S, Edmonds; Makota Co., 303 5th Ave., Edmonds

Grant Requests -
Board received two grant applications:
• #1: Art Walk of Edmonds Wine Walk – Rachel Dobbins, coordinator of event. AWE asked for $1,500 from Ed! to help support, sponsor two Art and Wine Walk Events – money be used for printing, co-branded marketing materials, advertising, tote bags
• Carrie pulled up criteria for grant program – board members reexamined grant criteria and reviewed AWE application
• Kimberly voiced support for grant – event fit in line with mission of Ed! - To encourage business in Edmonds. Requested a pixel be placed in background of AWE marketing materials – help retarget online traffic to Ed! website
• Petra asked for clarification on how many businesses participate in the event; Rachel: Currently 11 businesses per event – focus on keeping event walkable for those attending
• Kimberly made motion to approve AWE grant application for $1,500. John seconds. All in favor. None opposed. Abstained – Mark, Jodie, and Clayton – Clayton is on AWE board

• #2: Edmonds Bookstore - MaryKay asking for $1,000 for this year’s ‘Where’s Waldo’ event. Money would be used to update event passport, decorations and cake for end of event celebration, and advertising in Edmonds Beacon and My Edmonds News. John, Petra, and Kimberly reiterated support for event, helps draw families to Edmonds downtown, great community event, a lot of positive feedback those participate. Kimberly will ask to be included in passport design
• Kimberly makes motion to approve Edmonds Bookstore grant application for $1,000. Kiersten seconds. All in favor. None opposed. Mark and Jodie abstain.
• Kimberly moves to discussion focused on Taste of Edmonds. Talked with Jan at the Chamber of Commerce. Trying to see if way to bring back local businesses/retailers/restaurants focused on Edmonds community
• Biggest hurdle hear from local restaurants is lack of catering capabilities – refrigeration units. Kimberly sees this as way for Ed! to sponsor an ‘Edmonds Row’ of sorts at the Taste focused on small bites and featured local restaurants during Taste weekend
• Jacob mentioned this kind of support could fall into Professional Resources Committee of Ed!
• Pam Stuller mentioned could be a great way to get local restaurants involved to take advantage of Ed! grant program
• Kimberly reiterated biggest element missing on board is restaurant sector of community - encouraged Jacob to explore further with help from Jan (Chamber).

Committee Updates
Appearance & Environment:
• Crosswalks—Pam gave a report from the Pedestrian safety Taskforce—Noticeable crosswalks will have an indirect effect on parking since it encourages people to get out and walk. On-going discussions on long-term maintenance & budget ramifications.
• Clayton made the motion to approve up to $1000 for project management from Carrie to provide discovery for crosswalk project implementation to include budgetary, information gathering and preliminary design research. John seconds. All in favor. None opposed.
• Wayfinding signage is focusing on strategic locations for pedestrians. Working with the city on design parameters.
• Parking—Top priority from survey at annual meeting. Patrick mentioned that several employee zone-parking signs will be removed by May 23rd and moved further out. Exploring the possibility of capturing private parking lots for after-hours parking.
• Motion by Clayton for authorizing up to $1000 for Carrie to explore and research private parking-lot projects and insurance (with Ed! possibly paying for insurance). Jacob seconds. All in favor. None opposed. Clayton abstained.
• Umbrellas—New umbrella stand arriving soon. Petra with volunteers restocking and maintaining umbrellas.

Marketing: No report

Communications and outreach: No report

Professional business resources: No report

Grant Program: Covered

Administration: No report
City update -
• Patrick suggested a public message about Ed! In an organized way, including a quarterly column in the Beacon or My Edmonds News, Window clings or flyers. Open for further discussion.
• Getting people downtown from Whale watching tours (20,000 people per year) by creating a brochure from local restaurants, Coffee shops and shopping.
• Cindy mentioned the tall ships are in Edmonds from August 18th to 21st with much potential for visitors.

New Business - None

Public Comments - Nome

Adjourn - 9:30 am