March 8, 2018
8:00 AM - 9:30 AM
Edmonds Center for the Arts
401 4th Ave. North

Meeting Minutes

Attendees: Kiersten Christensen, Matthew McColluch, Mary Kay Sneeringer, John Rankin, Carrie Hulbert, Petra Rousu, Mark VonGunten, Kimberly Koenig, Cindi Cruz, Clayton Moss

Guests/Public Comment:
- Pam Stuller - Walnut Street
- Jenny Shore - Wooden Spoon
- Gwen Lewis - Psychologist
- Marsha - Home office
- Joy Rai - Zinc

Call to Order: 8:02am

Public Comment:
- Gwen - small office since 1986 - wasn’t asked to join Ed! - get bill $180 - unsure how it benefits her business - people come by word of mouth/referral
- Marsha - owns rental property in Seattle - no visitors - unsure how benefits her rental business.
- Pam mentioned home businesses are actually excluded from paying assessments
- Discussion over Ed! creation, tiered platforms for businesses, and fact more than 50% of Edmonds businesses saw need for something to be done to support downtown business growth

President’s Report:
- Admin committee met - annual meeting coming up on April 25th - 2 by appts and 2 open door positions open
- Admin will serve as recruitment group - Matt will circle back with Affinity Dentistry, law firm, Dethlefs Sparwasser Reich Dickerson
- Folks coming off board - Kimberly, John, Jacob - Clayton considering another term
- Do have four potential by appt people interested

Approval of minutes for 2/8: Matt makes motion to approve the minutes. Petra seconds. All in favor. None opposed.

Treasurer Report for January:
- One charge in January for G Suite renewal of $275
- $31,191 has come through from assessments
• Carryover is $41,495
• Jan balance $72,412

New Businesses:
• None to report

City Update: Cindi
• Received email from Vancouver, trying to form BID - May reach out to several board members
• Legislature appropriated $6 million for Waterfront Connector project
• Property at 6th and main, Salon Ombu - trying to rehab the building - adding shops and restaurants
• Council committee on Tuesday- lowering 15-foot height requirement on first floor in the BD-1 zone - is some opposition - concerns over 3 floor development
• 2 openings on economic development commission - have no business owners on commission -
• Revitalize, WA conf. is April 23-25

Committee Updates:

Marketing:
• First two articles - supported with social media - first month see increase in traffic up 40%
• Next week begin supported effort through digital ad campaign - includes wedding planning article
• Met with Tracy, DEMA, expressed interest like larger live local/buy local campaign and some collateral piece - more information to come. Sending survey to entire BID

Appearance and Environment/Parking:
• Received letter from Bank of Washington with regards to after-hours pilot parking program
• Very happy with results - noticed an uptick in people reading signs
• Now looking for next bank location
• Probably do one more bank with budget
• Crosswalks at 5th and Howell being re-done with torch down

Communication and Outreach:
• Matt moves to approve $2,300 for annual meeting, Mary Kay seconds. Discussion regarding annual meeting flyer - $375 to re-do design, $150 to just update content, agreed to do content only. Motion approved.
• Will get extra flyers for board members to deliver to businesses as personal invitations

Professional Business Resources
• Jacob working with Greg on a 4-part series of small biz seminars

Grant Program:
• Revising guidelines - Natalie Pascal volunteered to join committee
• Want to institute a "letter of inquiry" as preliminary step, grant program committee member will help to prepare properly for application before submitting. Revisions will be ready for next board meeting.

Administration Committee:
• Kimberly makes motion for $700 be approved for Revitalize WA Conference, John seconds. Motion approved
• Kimberly makes motion $300 for annual office supplies, Mark seconds. Motion approved.

No new Business

Adjourned: 9:14am