Meeting Minutes

Attendees: Kiersten Christensen, Mary Kay Sneeringer, John Rankin, Carrie Hulbert, Petra Rousu, Mark VonGunten, Kimberly Koenig, Cindi Cruz, Clayton Moss, Apple Catha, Patrick Dougherty, Jacob Comstock

Guests/Public Comment:
- James Spangler - Spangler Books
- Jenny Shore - Wooden Spoon

Call to Order: 8:08am

Public Comment:
- None

President’s Report:
- Defer to Committee updates

Approval of minutes for 3/8: Mary Kay makes motion to approve the minutes. Jacob seconds. All in favor. None opposed.

Treasurer Report:
- Received $37,413.40 from assessments year to date
- Seems similar to last year’s collections at this time
- Got refund from Trolley company for issues during holiday season - $650.13

New Businesses:
- Not received anything from city

City Update: Patrick
- Eco Dev Commission recommending tackling downtown Business District 1 zone - first floor height requirement be 15 feet tall
- New bldg, can only bldg, two stories – in other zones can have three stories – don’t have 15 foot first floor requirement
  - Not meeting demand that is out there - first floor requirement puts cap on who/how can develop BD1 zone
Recommendation to city reconsider issue - been sent to council committee-
starting process of review - in middle deciding whether to take up issue or not
- Issue is very process heavy
- EDC has several openings - accepting apps till 30th of the month
- Revitalize, WA conf. is April 23-25

Annual Meeting:
Postcard developed/printed - Board help spread word

Marketing:
- Plan show updated website, content articles - at annual meeting

Appearance and Environment/Parking:
- Plan to do something similar to last year - photos include parking signs, crosswalk,
  umbrella stands. Also incorporate voting board - asking people want like to see in
terms of appearance/environment issues - will help inform 2019 workplan

Communication and Outreach:
- Highlight calendar of dates/content for meetings plan to organize with chamber

Recruiting/Nominations Board Members
- Board recruiting for annual meeting - nominations due by 11th, ballots due by annual
  meeting
- Jenny and James and Joy from Zinc expressed interest
- Pam been working with gentleman from Rick Steves
- Matt reached out to a couple of businesses - including Affinity Dental
- Two positions open in open door - three hats in ring, By apt. - one interested, 2 open
- Also will be looking for interest in taking over board positions - President, Vice
  President, Secretary, Treasurer

Committee Updates:

Marketing:
- Got some info from DEMA wanted more from marketing
- Good feedback from survey sent to members
- Looking to launch brainstorm - develop “buy local/local” campaign
- Hoping to connect with Jack Farris - professional facilitator - 2nd week of April - Goal
come up with design guidelines for monikers/Local campaign
- Then put out RFP to local designers come up with plans
- BrkThru provides dashboard so can see how ads doing/make changes/etc.
- Part effort buy local campaign recommendation work with AMIBA - annual
  membership provides “best practices/pitfalls to avoid” - $600 for the membership
- Local facilitator allocated $750
- Kimberly makes motion approve $1350 for membership and facilitator fees. Apple
  seconds. Discussion - if not get 12 people participate in brainstorm process - not
  obligated to pay facilitator. All in favor. None opposed.
Appearance and Environment/Parking:
  • Patrick - tick marks - Bell to Dayton - on 5th and 3rd to 6th on Main - looking for more permanent options - possible torch down
  • Created one pager for people take into private lots to help sell after hours program - start to look for other properties
  • Crosswalks - torch down process way better, more visual

Communication and Outreach:
  • Continue work on member annual meeting
  • Volunteer efforts TBA
  • Patrick recommended supplying press release to local papers regarding meeting

Professional Business Resources
  • Chamber partnership meetings - 6-8pm, fourth Wednesday every month - first topic includes proper coverage - pitfalls of business insurance - speaker from Insurance Services Group
  • Sent to all members BID and Chamber membership
  • MaryKay continues to research fiber optic owned by city

Grant Program:
  • Reworked guidelines - ask for letter of inquiry - “This is what I want to do, this is how much I’m asking for” - committee would look it over - provide guidance/review
  • Based on committee review provide direction for next steps for application
  • Also change deadlines - 90-days suggested period - applicant has to be physically present at the board meeting - also included language can be changed based on readiness of project
  • Large grants, $5,000 - have to submit by Sept. 1, so have time to allocate for next year’s budget - still allow for small grants to come through

New Business:
  • Patrick - Creative District - state level designation - recently released criteria realized quite a lot of work - anyone interested in being part of steering committee meet 2-3 times let him know
  • Tourism website - went live during holidays - continues be improved
  • Any businesses interested in tourists can be represented on the website - submit info or photos to add to site
  • Looking for any businesses like to be considered for the “Enviro-Stars” program - official designation
  • Received $500,000 more for senior center site from legislature - also received $6 mil for waterfront connector project - have held some open houses - all sorts of feedback

Adjourned: 9:19am