



**Edmonds
Downtown**
ALLIANCE

April 26, 2018

8:00 AM - 9:30 AM

Edmonds Center for the Arts

Meeting Minutes

Attendees: Apple Catha, Kiersten Christensen, Kimberly Koenig, Matt McCulloch, Clayton Moss, Petra Rousu, Mary Kay Sneeringer, Mark VonGunten, Patrick Doherty, Cindi Cruz, Carrie Hulbert

Guests/Public Comment:

- Judy Salinas - Glazed and Amazed

Call to Order: 8:03am

Public Comment:

- None

President's Report:

- Discussion of Annual Meeting held on 4/25 from 7-9 pm. Not a lot of people attended; the work and costs that went into the visual presentations and food might not be warranted. Shall the format be changed?
- New Board members elected at the Annual Meeting: James Spangler from Spangler Books, Jenny Shore from The Wooden Spoon, Clayton Moss. Ed Ha was on the ballot, but withdrew from the election.

Election of new officers: : Kimberly Koenig nominated the following board members for officer positions and all were elected by board member votes:

President: Kiersten Christensen

Vice President: Matt McCullough

Treasurer: Petra Rousu

Secretary: Jenny Shore

Approval of 4/12 Minutes: A note was made to correct a spelling error in the minutes. Apple moved to approve the meeting minutes with correction; Petra seconded. All in favor, none opposed.

New Businesses added to the BID: Apple reported that two new businesses joined Ed!: Alley Bell Music and Embodied Counseling and Wellness

Committee Updates:

Marketing:

- “Love, Edmonds” was the most popular “tag line” voted on by members from the annual meeting. Kimberly will request design options from local companies. There continues to be a lot of traffic on the Ed! website. An article on Mother’s Day just went out and Real Estate will be the focus of an article in two weeks.

Appearance and Environment/Parking:

- per Patrick from the City of Edmonds new parking tick marks are going down on 4th and 5th Avenues between Bell and Walnut today, as well as repainting of the marks on Main Street. The parking lot leased by the City on 4th Avenue South will be opened up to hourly parking on July 1st. The City would like to work with Ed! on using the same signage that is in place at The Bank of Washington.

Communication and Outreach:

- Apple suggested that more networking by board members and other members of Ed! might help with attendance at the annual meeting, and more communication overall would be helpful. Perhaps add swag bags and/or have contests to generate more enthusiasm for the next annual meeting. Apple would also like to work on designing decals for businesses’ windows saying that all are welcome here. Perhaps these could be added to next year’s budget.

Professional Business Resources:

Add Small Business resources to the website as well as a list of the upcoming seminars Jacob has been working on.

Grant Program: no update.

Administration: no update.

City of Edmonds Update:

- Patrick Dougherty reported that the Revitalize WA conference was not as good as last year’s, although one seminar which focused on perfecting store fronts was very good. Patrick would like to work with Ed! to co-host a seminar in Edmonds with that team.
- There is a new whale-watching boat at the waterfront, and two more of the restaurant books are needed. Per Kimberly the book needs to be updated and then printed—a decision must be made on which budget line the expense should come from.

New President’s Report:

- Kiersten thanked all of the out-going board members and said that there will be an orientation for new board members soon. She asked that all board members think about what committees they would like to be on, and to consider what direction the board should take in the coming year and how we can get more inclusion and more people involved in Ed!, most especially by-appointment businesses.

Adjourned: 9:20am