

CREATIVE DISTRICT ADVISORY COMMITTEE

Meeting Summary for 4/11/2019

Committee Members present:

Diane Buckshnis
Steven Cristol
Tracy Felix
Oleg Gorboulev
Anabel Hovig
Scott Merrick
Ashley Song
Richard Suico
Stephen Waite

Nora Carlson
Diane Cutts
Julaine Fleetwood
Lillyan Hendershot
Joe McIalwain
Sarah Mixson
Donna Stewart
Mark Von Gunten
Brittany Williams

Committee Members absent: None

Staff present: Frances Chapin, Patrick Doherty, Cindi Cruz

Public present: None

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1. Introductions were made and each committee member provided some background about themselves.
 2. Committee purpose and rationale were provided by Frances and Patrick. With a focus on the background of the application process and designation to the City by the State of Washington as a Creative District in 2018.
 3. Meeting schedule is as follows: 5:30 – 6:30 p.m.: May 9, June 6, July 11, September 12, November 14, and January 9, 2020. All meetings will be in the Plaza Room above the Edmonds Library at 650 Main St., Edmonds.
 4. Creative District basics: Patrick provided examples of what has been done to date in advertising. He also reviewed the attached PowerPoint presentation.
 5. Five-year program overview: Frances reviewed the attached 5-year work program, which includes goals, objectives and milestones and will be the basis of the Committee's work moving forward.
 6. Process and next steps at the next meeting: identify implementation steps, actionable items, think about where you would like to focus your time and energy as we establish sub-groups to work on various tasks, include questions and ideas after reviewing the 5-year work program.
 7. Questions:

Q. Are there any grant opportunities associated with the Creative District designation/status?

A. While there are no specific grant monies yet available for Creative Districts, it is anticipated that 1) there may be specific monies available in the future, especially after the Creative District program becomes more widespread across the state, and 2) the CD designation may help us with other grants that we may seek as a city.

Q. Will there be a branding/logo-development process?

A. Yes, there will, and the Committee will be involved, especially a subcommittee of members. We will seek professional graphic design assistance.

Q. Ed! has already done some great branding work, with an identifiable logo, colors, fonts, etc. Can we piggy-back on their work in developing a logo, etc.?

A. Ed! and the Port have both done extensive branding and compatibility with existing brands is definitely something to consider and explore further with a subcommittee of members, together with staff, and discuss further within the Committee.

Q. After Brittany Williams mentioned the work the Port will be doing in marketing and otherwise accommodating visitors/tourists, a question was asked about the Port's involvement in the CD.

A. That is specifically why both the Port was included in the CD boundaries, and the Port is represented on the Committee via Ms. Williams.

8. Comments: great ad opportunities, use photographs of local businesses in future advertising; consider potential negative impacts of successes.

Staff:

Frances Chapin, Arts & Culture Manager, 425-771-0228, frances.chapin@edmondswa.gov

Patrick Doherty, Economic Development & Community Services Director, 425-771-0251, patrick.doherty@edmondswa.gov

Cindi Cruz, Economic Development & Community Services Program Coordinator, 425-775-7724, cndi.cruz@edmondswa.gov