

Economic Development Board Meeting Minutes January 21, 2022

The January 21, 2022, Economic Development Board Meeting held via Zoom, was called to order at 7:30 a.m.

Board Members in Attendance:

Blake Arnold, Dave Pellitier, Les Anderson, Kristine Birkenkopf, Randy Heagle

Absent: John Russell, Brandy Timmer

Staff Members in Attendance:

Patricia Love, Sarah Cho, Audrey Rotrock, Shawn Smith

Approval of Minutes:

The Board approved the Minutes of the last meeting on November 19, 2021.

City Email Communication

Staff notified the Board that if they wish to communicate about topics discussed during the Economic Development Board meetings, other than scheduling and distribution of meeting packets, they will need to sign up for a City email address. Contact Audrey or Sarah if you would like to have a City email set up.

2021 Year in Review: Community Development

Permit Activity Review

Graphs showing a comparison on 2021 permit activity statistics compared to other years was shown and discussed by the Board. The total number of permits for 2021 are lower than the 2018 / 2019 peak. However, the City did see an increase in permit activity over the last year.

Patricia noted that some permits aren't as far along as was expected, such as Chandler's Reserve and Kottsick. Chandler's Reserve plats will likely be ready by late summer as the City is waiting to hear back from the Boundary Review Board. The speed of permitting relies on the plat process.

Banner Pole Update

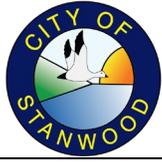
Part of the 2022 City Beautification Program work plan includes a partnership with the Stanwood Camano Arts Advocacy Commission to design and fabricate new decorative banners for the City. These banners can only be installed on city owned light poles – PUD does not allow decorations or banners on their light poles.

The purpose of the banner program is to increase the visibility and beauty of the community to residents and local travelers by installing seasonal banners along major thoroughfares such as SR 532, 72nd Avenue, 88th Avenue, 92nd Avenue, 102nd Avenue, 270th Street and 271st Street. However, when we conducted an inventory of available poles, we found that there were plenty of city owned poles in the central and east ends of downtown but the west and uptown areas had few if any city owned poles.

There are a total of 4 existing banner locations; however, an additional 6 banner pole locations are being planned for the West End.

The City currently does not have any city owned poles in the Uptown area. However, if new City poles are installed or the city installs banner poles, there will be a total of 8 pole locations.

Cascade Fabrication prepared an estimate to fabricate a 15-foot pole that could be used to hang banners and flower baskets. Public Works would install the poles within existing right-of-way and attach banner arms. Each pole has an estimated cost of about \$2,500.00.



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The 2022 City Beautification budget has \$20,000 for SR 532 & Main Street Landscaping and \$5,000 for Wayfinding. If agreeable to the Economic Development Board, we could use these funds to add 6-8 new banner poles in either the west end or uptown business districts. The new banners are planned to be installed by mid-May and the poles could be fabricated and installed by that timeframe if they are ordered soon. We would also work with the adjacent property owners / district representatives to determine the best location for the poles.

The Board supports installing new poles. The consensus was to start with banners in downtown, and then move on to the West End.

Downtown Revitalization Project Update

Project vision:

The City of Stanwood is a special place; it is the perfect mix of rural countryside with small town living. The City's long range planning documents envision celebrating the uniqueness of Stanwood by promoting a vibrant and economic robust downtown. Using policy guidance from these plans the City is initiating the ***Downtown Revitalization Project*** that invests in our downtown business district infrastructure by:

- Creating Pedestrian Friendly Streets;
- Actively Engage Storefronts with Walkable Sidewalks;
- Encourage Use of Streets for Community Festivals;
- Create Usable Urban Park Spaces; and
- Promote the Concept of Buying Local.

Project Description:

The City has hired local Landscape Architect Scott Lankford to help reimagine how the City's main downtown commercial corridor could look and function by connecting City Hall to the Train Station: ***The Twin City Mile***. Project elements include constructing gateways, reconfiguring travel lanes, building wider sidewalks and plaza areas, building park areas, and installing street trees, art and other curb appeal amenities.

Project Location:

Stanwood City Hall Park on 270th eastward to the Train Station on 84th Avenue (Florence Road).

A Steering Committee has been set up and will have their first meeting on January 26, 2022.

Business License Updates

- In the month of November, the City received a total of 16 new applications – 6 New City Business, 8 Non-Resident Business, and 2 Home Occupation business licenses.
- In the month of December, the City received a total of 21 new applications – 3 New City Business, 15 Non-Resident Business, 2 Home Occupation, and 1 Non-Profit business licenses.

Discover Stanwood Camano Updates

Analytics for the month of November are as follows: Users: 930, Page views: 1,845. The audience locations were from Washington: 501, Wyoming: 176, California: 50, Virginia: 35. In Canada, British Columbia: 18 Quebec: 1.

Analytics for the month of December are as follows: Users: 1,014 Page views: 1,853. The audience locations were from Washington: 567 Wyoming: 235, California: 69, Ohio: 23, Oregon: 15. In Canada, British Columbia: 4, Quebec: 1.



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New Business

- Flying Kolache
- Gyro Stop
- Potential new bookstore on 271st
- Vine Street property – a potential development agreement for a combo of apartments (townhomes included) and some commercial development.
- The Stanwood Camano news building property are discussing the Comp Plan and development.
- Revitalization of area by 94th Dr.
- The City is kicking off the review of the Comp Plan and standards in the Municipal Code.

Nominations and Appointments of Chair and Vice Chair

Les Anderson was nominated and voted on unanimously to be the Chair. Kristin Birkenopf was nominated and voted on unanimously to be the Vice Chair.

Adjourn: 8:20 am

Next meeting: February 18, 2022 @ 7:30 am

Audrey Rotrock
Associate Planner