



Economic Development Board Meeting Agenda January 15, 2021

The January 15, 2021 Economic Development Board Meeting held via Zoom, was called to order at 7:30 a.m.

Board Members in Attendance:

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

Absent: John Russell

Staff Members in Attendance:

Jennifer Ferguson, Amy Bergemeier, Patricia Love, Krista Hintz, Sara Robinson

Also known to be Present: N/A

Nominate and appoint Chair and Vice Chair for 2021:

The board members discussed, and Dave Pelletier was nominated to serve as Chair and Les Anderson was nominated to serve as Vice Chair. All are in favor.

Approval of Minutes:

The minutes of November 20, 2020 as written were approved unanimously.

- Mayor Callahan reappointed members; Les Anderson, Randy Heagle and John Russell. Introduction of newly appointed Board member, Blake Arnold. Blake is a local Real Estate Professional with Stanwood/Camano Windermere and has a background in IT.

Discover Stanwood Camano Website Enhancements:

Three possible options for enhancement of the DiscoverStanwoodCamano.com website was provided. Two support monetization of the platform, and one is designed to promote products and businesses within the community. As with any software, the sky's the limit given enough time and expertise. However, Puget Tech, our web hosting service provider advised that these three options are achievable in a timely manner and not too off course of what DSC represents.

- **Banner Advertisements:** For monetization purposes, advertisement space can be sold on various sections of the website. This concept is simple, DSC would sell advertisements to interested parties and they would display on the website as such. This can be implemented any time. Businesses would need to provide the advertisements in the proper resolution and image format.
- **Promoted Listings:** Event organizers, for either special events or businesses events, may request and pay through their user dashboard to feature above others in the search results. This is a feature already built into the preexisting software and can be implemented within a few weeks.
- **Marketplace:** The virtual marketplace feature would allow business PLACES listing owners, to list their products and services on DSC itself. A very basic example for the new virtual marketplace would be as follows:
 1. Visitor browses the marketplace page or the individual products tab on the listing itself.
 2. Visitor adds the item(s) to their cart as they browse.
 3. Visitor places their order.



Economic Development Board
Meeting Agenda
January 15, 2021

4. Business owners that own those products or services would receive an email and/or text message with the order and customer details.
5. Business owner would be responsible for collecting payment and fulfilling the order offsite of DSC.

The major challenge of the marketplace would be coordinating with business owners to list their products and services properly. This isn't something that can be easily done, good photography and documentation are needed. The business owners would be able to add products themselves through the user dashboard on DSC, but in Puget Tech's experience working on many different web projects there would be a need to "kick start" things by listing products for a couple dozen businesses on their behalf to start. From there, the site would get more organic traction and outside participation once the concept is proven successful for those initial business owners.

The marketplace described is a very loose description, Puget Tech would need time to build a Statement of Work with city officials before the start of the project. It would take several months to gather the content and develop the marketplace on a technical level.

- The board discussed the options and at the next meeting, staff will bring back some advertising program pricing and the structure for the businesses that we had originally in the magazine.

City Beautification Action Plan – 2021 Work Plan:

Director, Patricia love discussed the City's upcoming City Beautification work plan and the budgets that coincide with them. On December 10, 2020 the Stanwood City Council approved Resolution 2020-14 formally adopting the 2021-2026 City Beautification Action Plan and directed staff to begin implementation of the 2021 - 2022 capital project list. It consists of 6 key program elements:

- 72nd Avenue Gateway Signage and Landscaping
- Main Street Revitalization
- Downtown Gateway Features
- SR 532 Beautification
- Wayfinding Signage
- Public Art

2021 Project List and Future Prioritization:

The 2021 budget includes six projects. Below is a proposed work plan to successfully complete those projects.

2021 Project	Project Description	Budget
SR 532 Landscaping / Mainstreet Improvements	Prioritize Projects & Implement First Project	\$10K (\$5K Per Project)
72nd Avenue Entry Sign	Move Entry Sign or Add New Snow Goose Sign to Entry and Landscape	\$10K



Economic Development Board
Meeting Agenda
January 15, 2021

2021 Project	Project Description	Budget
88th Avenue Arch	Design & Construction	\$90K (\$60K 2021 / \$30K 2022)
Service Club Sign (72nd Ave)	Install Service Club Sign at 72nd Avenue Using Snow Goose Design	\$10K
Way Finding Signage	Prepare 5-Year Installation Plan and Install 2021 Signs	\$10K
Main Street Revitalization Project	Preliminary Planning & Outreach	\$25K

Proposed 2021 Project Implementation Schedule

Project	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
SR 532 Landscaping / Mainstreet Improvements	EDB Prioritize Projects	Meeting with Chamber	CC Committee Review	Order Materials	Install Street Furniture / Other			Order Plant Materials	Install Landscaping			
72nd Avenue Entry Sign		Staff Eval of Sign Design	Staff Eval of Sign Design	EDB Review Sign Design	CC Committee Review & Order Sign	Sign Manufactured	Sign Manufactured	Order Plant Materials	Install Sign & Landscaping			
88th Avenue Arch		EDB Arch Discussion	CC Review of Direction		Arch Design	EDB Check in on Arch Design	EDB Final Review of Arch Design	CC Committee Review		Arch Bid	CC Acceptance of Bid	Construction (Dec - Mar 22)
Service Club Sign (72nd Ave)		Staff Eval of Sign Design	Staff Eval of Sign Design	EDB Review Sign Design	CC Committee Review & Order Sign	Sign Manufactured	Sign Manufactured	Order Plant Materials	Install Sign & Landscaping			
Way Finding Signage	EDB Prioritize Projects		EDB Review 5-year Plan		CC Committee Review & Order Sign	Sign Manufactured	Sign Manufactured		Install Sign			
Main Street Revitalization Project	EDB Discussion		Staff: identify goals, stakeholders, project process, and major milestones					EDB Review Main Street Work Plan	CC Committee Review		East and West End Engagement Sessions	

Economic Development Board Review / Action
City Council Committee / City Council Action

With regards to prioritizing projects, the Economic Development Board is being asked to recommend a prioritized list of future projects by year, which will then be forwarded to the City Council for final approval. Staff will then use the approved project list to prepare individual work plans and budgets for upcoming budget cycles. The Board discussed and staff will bring back an implementation plan for the Economic Board.

COVID-19 and Business Recovery – Proposed Senate Bill 5114:

Staff updated the board on the pandemic business recovery. Over the course of this pandemic, the City has worked diligently to get resources and links out for the community and information has been on the city website. With the most recent orders by the Governor, our community has been segregated with Camano Island who is in Island county because of the different Regions he placed us in.

Adjourn 8:45am

Next meeting February 19, 2021 @ 7:30am