



Economic Development Board Meeting Minutes February 18, 2022

The February 18, 2022, Economic Development Board Meeting held via Zoom, was called to order at 7:32 a.m.

Board Members in Attendance:

Blake Arnold, Dave Pellitier, Les Anderson, Kristine Birkenkopf, John Russell

Absent: Randy Heagle, Richard Good

Staff Members in Attendance:

Patricia Love, Sarah Cho, Audrey Rotrock

Guest Speaker: Jay Shih from BERK Consulting

Parks and Recreation Feasibility Study

Jay Shih, from BERK Consulting gave a presentation on the Parks and Recreation Feasibility Study and the recommended path forward.

The Board had the following comments:

- Begin implementation of the team approach – Service Level 1.
- Need leadership support and a clear understanding of how the transition is to occur with shared resources so that parks, streets, and drainage groups have dedicated or shared resources they need to do their jobs without overtaking one another.
- Prepare written maintenance standards and schedules with clear expectations.
- Concerned about implementation of a Parks District. If the District covers the school district boundaries, then funds would flow out of Stanwood whereas if the District covers only city boundaries, then city residents are paying for county (Snohomish and Island) use of city parks. Consider user fees as an alternative to a District.
- As the city moves along the phased schedule to Service Level 2 or 3, create opportunities to partner with other recreational user groups: YMCA, Baseball Leagues, Lacrosse Groups to provide coordinated recreational programming.
- Create venues and opportunities for park users to contribute to the economic welfare of local businesses by creating tournaments and events that market Stanwood as a destination.
- Parks should be used for more than tournaments; they should generate revenue by bringing people into Stanwood to stay for the day. Promote outdoor, weekday and evening use of parks.

Approval of Minutes:

The Board unanimously approved the Minutes of the last meeting on January 21, 2022.

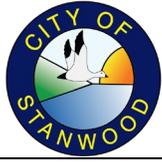
City Email Communication

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.

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.

On February 1, 2022, a call was sent out for a call for artists to submit their ideas for the banners. Submissions are due on March 7, 2022. Committees and Council will review submissions. The poles are expected to be installed the week of May 11, 2022.



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Les Anderson met with Trevor in the Public Works Department to discuss different banner pole fabricators for this project. Sarah and Patricia are in the process of getting proposals out to these pole fabricators and getting them ordered.

Patricia, Sarah, and Kristine plan to meet and discuss best locations for 4 banner poles in the west end of town. Stanwood.

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.

City staff met with the Twin City Mile Steering Committee on January 26, 2022. The Committee is comprised of local business owners, Chamber groups, the Historical Society. They discussed goals for the project and the schedule. Other topics discussed were strengths and weaknesses of each district and downtown, and future projects they'd like to see in their district. Staff will meet again on March 23, to present them with examples of how to implement their ideas and get their feedback.

The Board approves moving forward with the project and looks forward to a more cohesive and united downtown.

Business License Updates

In the month of January, the City received a total of 24 new applications – 3 New City Business, 12 Non-Resident Business, and 9 Home Occupation business licenses.

Discover Stanwood Camano Updates

Analytics for the month of January are as follows: Users: 1,172, Page views: 1,944. The audience locations were from Washington: 519, Wyoming: 257, California: 69, Virginia: 82, Ohio: 29, Oregon: 19, Texas: 17.

In Canada, British Columbia: 7, Quebec: 2, Ontario: 4, Alberta: 1, New Brunswick: 1, Prince Edward Island: 1, Saskatchewan: 1.

New Business

A discussion of potentially meeting in person for the March meeting was brought up. Audrey will send an email poll to the Board members to vote on meeting in person.

Adjourn: 8:37 am

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

Audrey Rotrock, Associate Planner