



Economic Development Board Meeting Agenda February 19, 2021

The February 19, 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, John Russell

Absent: N/A

Staff Members in Attendance:

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

Also known to be Present: N/A

Approval of Minutes:

The minutes of January 15, 2021 were approved as written by Les and seconded by Randy.

www.discoverstanwoodcamano.com Advertising & Sponsorship Program:

Staff presented the Discover Stanwood Camano advertising and sponsorship program. Due to the loss of our printed visitor magazine where businesses would advertise, staff is proposing an opportunity for businesses to advertise on the DSC website. Additionally, the program booklet provides sponsorship opportunities for City sponsored community events and an opportunity for an entity to contribute to Discover Stanwood Camano overall initiatives

Board members asked questions and the Board is supportive of the city's efforts moving forward with the advertising campaign but would like clarification on some points at a future time. Jen will start putting together the business advertising marketing campaign and continue to work through what the rates would be.

City Beautification Action Plan: Signage & Landscaping Priorities-

Staff presented the Parking and Directional Signage samples. The Board recommended the first concept design option and discussed location of the sign. Staff will focus on the main street areas first and if there is a budget for more signs, they can always add them. John Russell requested Farmer's Market signage. Staff will review the possibility of changing out an existing wayfinding signage panel. Staff and the board discussed the new landscaping at key intersections and future beautification initiatives which will be a discussion directly with businesses as to what their priority is for downtown in both the West and East ends. This allows them to provide input and makes for a cohesive relationship.

City Tourism Grant Program – GNWQG – Grant Request Award:

The city provides tourism dollars for events that meets certain criteria. The Camano Island Chamber has requested \$2,000 grant dollars to host the Great Northwest Glass Quest.

- Les Anderson recommended approval of the grant request, seconded by John Russell. The recommendation will be forwarded to the Mayor for approval of the grant.

Other Items:

Les Anderson asking about hosting the Car Show this year in the City? Staff indicated that the Governor authorized all regions in the state to be in phase two, which allows outdoor events with limitations. Les said the plan for now is to put it on this year!

Adjourn: 8:56am

Next meeting: March 19, 2021 @ 7:30am