



## Economic Development Board Meeting Minutes March 18, 2022

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

### **Board Members in Attendance:**

Blake Arnold, Les Anderson, Kristine Birkenkopf, Richard Good

**Absent:** Randy Heagle, Dave Pelletier, John Russell

### **Staff Members in Attendance:**

Patricia Love, Sarah Cho, Audrey Rotrock

**Guest Speaker:** Cat Olson, Stanwood Camano Arts Advocacy Commission (SCAAC)

### **Business License Analytics**

In the month of January, the City received a total of 22 new business applications – 19 Non-Resident Business, and 6 Home Occupation business licenses.

### **Discover Stanwood Camano Updates**

Analytics for the month of January are as follows: Users: 1,293, Page views: 2,462.

The Acquisition Overview is 45% Direct, 43.9% Organic Search, 7.2% Referral, and 3.9% Social.

The audience locations were from Washington: 765, Wyoming: 171, California: 52, Oregon: 43, and District of Columbia: 24.

Staff believes the large viewership in Wyoming may be a bot or server system.

### **Approval of Minutes:**

The Board unanimously approved the Minutes of the last meeting on February 18, 2022.

### **Banner Artwork Project Update**

The goal of the seasonal banners is to increase the visibility and beauty of the community to residents and local travelers by installing decorative and seasonal banners strategically placed along major thoroughfares such as SR 532, 88th Avenue, 92nd Avenue, 102nd Avenue and 271st Street. Banners are intended to add color and excitement to the City's commercial areas. The City plans to add 72nd Avenue as a future phase for this project.

The Board approves moving forward with this project, with a few minor edits to 3 of the proposed banners. The Board would also like to see a discussion on SCAAC's and/or Stanwood's website for citizens to learn more about the art displayed on the banners and the artists who created them.

### **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.

Based on the recommendations from the Economic Development Board, six additional banner poles will be installed in West Downtown. There are several recommended locations for the six banner poles. Locations should be considered based on the ability to remove and relocate banner poles, if needed, for future street improvement projects.

The Board recommends Staff along with Kristine Birkenkopf decide the best locations for the poles. Patricia Love will reach out to WSDOT to discuss using their light poles for banners as well.



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### **Special Events and Tourism Grants**

The Stanwood City Council has adopted and funded a Special Events / Tourism Grant program, established under Resolution No. 2018-13, to promote community events that draw visitors from outside the area. Grants are considered by the Economic Development Board and awarded by the Mayor. Grants may be considered in an amount up to \$1,000 for events with less than 4,000 participants, and \$2,000 for events over 4,000 participants.

There were 6 new special event permits issued in February:

1. ***Goose Is Loose*** – April 23, 2022  
The Stanwood Chamber of Commerce is hosting their annual Goose Is Loose 5K Fun Run. The event starts and ends at Heritage Park.
2. ***24th Annual Camano Island Studio Tour*** – May 6, 7, 8, 2022 and May 14, 15, 2022  
The Camano Arts Association is hosting their 24th Annual Camano Island Studio Tour, the premier event of the year for the organization.
3. ***Picker's Market*** – May 21, 2022  
Being hosted for the first time, the Picker's Market will be an open market with individual vendors, selling both vintage treasures and crafts.
4. ***Farmers Market*** – June 3, 2022 – October 7, 2022  
The Stanwood Farmers Market continues to be a community gathering place where residents and tourists can enjoy fresh, locally grown foods, handmade artisan goods, and a variety of local products.
5. ***Twin City Idler's Car Show*** – June 26, 2022  
The Twin City Idler's are back for their 18th Annual Car Show. The organization anticipates attendance of up to 650 plus cars and about 8,000 to 10,000 spectators.
6. ***Stanwood Camano Community Parade*** – August 6, 2022  
The Stanwood Camano Rotary Club is hosting the annual Stanwood Camano Community Parade, which runs through Downtown Stanwood.

Tourism Grants:

1. ***24th Annual Camano Island Studio Tour*** – May 6, 7, 8, 2022 and May 14, 15, 2022  
The Camano Arts Association have applied for the Tourism Grant and are requesting \$1,000. They anticipate a budget of \$44,450, meeting the requirement of a 50% grant award match. History shows that the Camano Island Studio Tour routinely brings in around 3,000 participants and will continue to grow. The event qualifies for the full grant request of \$1,000.
2. ***Twin City Idler's Car Show*** – June 26, 2022  
The Twin City Idler's have applied for the Tourism Grant and are requesting \$2,000. They anticipate a budget of \$11,372.44, meeting the requirement of a 50% grant award match. History shows that the Twin City Idler's Car Show routinely brings in over 4,000 participants and will continue to grow. The event qualifies for the full grant request of \$2,000.

### **New Businesses**

Wits End Book Store will have their soft opening soon.

A ne floral shop is expected to open the third weekend of April.

A new Therapist/Counseling business will be opening soon.

Adjourn: 8:15 am

Next meeting: April 15, 2022 @ 7:30 am

Audrey Rotrock, Associate Planner