



Economic Development Board Meeting Minutes May 29, 2020

The May 29, 2020 Economic Development Board Meeting held via Zoom Meetings, was called to order at 7:30 a.m.

Board Members in Attendance:

Les Anderson, Chantal Keller, Kristine Birkenkopf, Randy Heagle, David Pelletier

Staff Members in Attendance:

Jennifer Ferguson, Patricia Love, Krista Hintz

Announcement: Chair John Hanstad has resigned from the board due to a professional reassignment. We will be looking for a new Board Member. Les Anderson made the motion to elect David Pelletier as Acting Chair while a new member is sought, second by Randy Heagle and passed.

City Beautification Program

Community Development Director Patricia Love presented the Stanwood City Beautification Action Program with focus on the Pilot Parklet Program.

The City of Stanwood is the commercial and cultural center of the greater Stanwood / Camano and the northern Snohomish County region. It is the desire of the City to preserve the community's historic rural, small town character while promoting the regions as a wholesome place to live, work, shop and play.

Over the last 10 years the City has developed an economic development strategy to promote the vitality of Stanwood's business districts and neighborhoods. A substantial amount of community volunteer hours went into crafting a vision for Stanwood's future.

Following the guidance laid out in these plans, the City is moving forward with an action plan referred to as the Stanwood City Beautification Action Program. It consists of 5 key program elements:

❖ Gateway Signage and Landscaping.

Create gateway signage based off the historic "Velkommen" sign, with a connection to the Snow Goose wayfinding signage, at the entrances to the City on SR 532: Camano Island and Snohomish County. Gateway signage should include local community service group logos such as Kiwanis, Rotary, Lions, and American Legion. The idea is to make the signage at Highway 532 and 72nd Ave more prominent, to add simple landscaping and make the signage pop.

❖ Main Street Revitalization.

East End Design Options: The question at hand, should we close off 271st St NW between 88th Ave NW and Florence, utilize the parking lot to the north of the 271st and install a passthrough where the Chamber currently sits to create more of a festival area with restaurant seating, public seating, art space.

Options Discussed
1. Permanently close this section of 271st St NW



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- 2. Narrow the roadway as a way of controlling speed
- 3. Create Parklets by eliminating or reconfiguring some of the parking spaces
- 4. Create a One-Way street to allow for outdoor seating areas

Connecting the Center District: The section of 271st St NW between 88th Street NW and Camano Street was looked at. To do a complete street with bike lanes, wide sidewalks, on-street parking, landscape and travel lanes would be very expensive due to the need to purchase right-of-way.

Working within the existing right-of-way:

Option One: Remove center turn lane, add bike lanes and on-street parking.

Option Two: Boulevard Concept -Keep center turn lane and place planter strips in strategic locations to give a boulevard look.

West End Brick Road: The west end has about half of the right-of way which gives less room to play around with design. Could the area be widened and made into more of a district that continues down to City Hall? The west end will take more work, but the idea is to create an Art District with parklets and outdoor seating.

❖ Downtown Gateway Features:

Create a City Center Intersection. Potentially 2 Gateways: One at the 271st / 88th Avenue Intersection and a smaller one near SR 532.

❖ SR 532 Beautification: Improve aesthetic quality of SR 532:

- Create a colorful tree lined street curb appeal
- Establish landscape themes at key intersections
- Improve walkability & pedestrian crossings
- Adopt a seasonal banner program on streetlights

❖ Wayfinding Signage: Purpose:

- Promote Economic Development in the City of Stanwood
- Promote Community Identity
- Encourage Tourism
- Promote Shopping Districts & Parking Opportunities
- Promote Community Events

PRIORITIES:

Yearly:	Create an annual budget for beautification projects \$10,000 yearly.		
Yearly	532	Landscape	Improvements
Pilot	Downtown	Parklet	Program
Main Street Benches/Flowers			



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Years 1 & 2:	Gateway Signs at 72 nd Ave and Ovenell	Service Club Signs
	Wayfinding Signs	
Years 3-5:	Pre-design and Public Outreach for Main Street	Reconfiguration Signs
	Wayfinding	
Years 6+:	Design and Permitting of Main Street	88 th Avenue Arch Reconfiguration

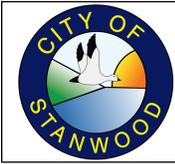
After review and discussion of the program, the Board made the following recommendations:

- The Board fully supports the program and believes the investment in Stanwood is needed.
- Support the “Main Street Parklet” concept and would like to see a pilot program initiated.
- Support the Main Street Revitalization ideas and recommends beginning with the east and west end business districts first as a single project and leave the center connection project to a later phase.
- Like the option to close main street the best. Possibly add canopy covers so the street can be used year-round.
- Want the design to provide multi-purpose uses: “tabletop” plaza design that can be driven on to accommodate car shows, the farmers market, concerts and festivals. Bollards should be removal.
- Expand the west end main street revitalization effort into a larger “District” to take in City Hall, SAAL and the businesses along 102nd Avenue.
- Support the yearly gateway landscape and signage projects but believes that the proposed amount of \$10,000 a year is too low.
- The gateway arch on 88th Avenue needs more discussion on location. Options include a 4-corner structure at the intersection of 88th Avenue and 271st Street, an arch at the new intersection of Viking Way and 88th Avenue or locating it closer to SR 532. Another option is to have a smaller arch near SR 532 with the 4-corner structure at the 88th Avenue and 271st Street intersection.
- Move the arch from priority 3 to priority 2: Design in year 1 and construction in year 2.
- After review by the Community Development Committee begin discussions with the Chamber of Commerce and business owners. Add a line item to the 2021 / 2022 budget for the beautification program.
- Bring a draft schedule of work back to the Board at their next meeting.

Local Economic Recovery Efforts- Stanwood SOARING Business Grant Program

Snohomish County is still in Phase One of the Governor’s Safe Start Plan. Snohomish County Council in partnership with Snohomish Health District will be sending the Phase Two application request to the Governor’s office.

The city received CARES Act Funding directly from the state. Stanwood is receiving \$210,600 to be used for COVID pandemic expenses. City Council authorized Mayor Kelley to sign the contract with the Department of Commerce at the May 28, 2020 City Council Meeting.



Jennifer Ferguson presented to City Council several avenues for spending these funds.

1. Creating a Small Business Grant Fund.
2. Direct donation to the Stanwood Camano Resource Center to help City residents with rent and utilities.
3. Direct donation to the Stanwood Senior Center to help seniors with the additional cost for meals and transportation.
4. Technology upgrades for the City of Stanwood to rethink how we provide City Services like online permitting, utility bill pay, special event process.
5. Purchase equipment to help sanitize public spaces.

Stanwood SOARING Business Grant Program Criteria:

Eligible applicants:

- ❖ Must be a Stanwood, Washington Business located within the City of Stanwood
 - Have been a going-concern for at least six months prior to March 23, 2020
 - Provide a registered UBI Number and Stanwood Business License in good standing
- ❖ Have their business listed in the Discover Stanwood Camano PLACES business directory on www.discoverstanwoodcamano.com
- ❖ Have 15 or fewer employees (including the business owner of 51% ownership)
- ❖ Certify at least a 25% reduction in revenue attributable to the COVID-19 pandemic
- ❖ Must successfully complete the Profit Mastery Program
 - A financial management workshop series
 - Paid for by the City of Stanwood (\$900 value)

The Economic Development Board was in support of the high-level criteria list.

Business Roundtables

Allow business owners to join in on roundtables as a listening session for the city to learn where business needs lie, if they need help locating PPE, brainstorm on ideas to help variety of businesses. These roundtables will be scheduled both early morning and evening to accommodate as many business owners as possible.

Adjourn 9:07 am