



Economic Development Board Minute Meeting Minutes Friday, June 16, 2023 | 7:30 am

Economic Development Board Members Present:

Staff Present: Sarah Cho, Audrey Rotrock

Others Present: Kristine Birkenkopf, Les Anderson, Randy Heagle, David Pelletier

Les Anderson called the meeting to order at 7:34 a.m.

1. Receive the Minutes of the April 21, 2023 Meeting

The minutes of the April 21, 2023 Economic Development Board meeting were approved unanimously.

2. SIP: Amendments

The Board agrees with amendments to the Storefront Improvement Project. They would not like to restrict the areas of who can apply for the program but leave it open to all eligible businesses downtown. The Board would also like to prioritize properties that have a larger need for improvements, and second time applicants would go to the bottom of the list. Establish a lifetime cap of a dollar amount per applicant or number of times an applicant can apply for the grant.

3. Code Update: Title 5 Amendments

Sarah Cho gave a brief summary on Stanwood Municipal Code Title 5 amendments such as defining a purpose for the special events chapter, expanding special event definition to private property, Peddlers, vendors and temporary merchants have been moved into a new chapter – Merchants without a Fixed Location.

4. Business License Analytics

For the month of May 2023, 33 business licenses were processed. 19 of the licenses were non-resident business licenses, 8 of the licenses were home occupation licenses, and 6 of the licenses were city business licenses.

5. Discover Stanwood Camano Analytics

For the month of May 2023, Discover Stanwood Camano had 1,796 users visit the website it had a total of 3,041 pageviews. 73% of the audience found the website through organic search, 19.6% found the website through direct search, 6.5% found the website through referral, and 0.9% found the website through social. The top five states for audience locations were Washington, California, Wyoming, Oregon and Texas. The Facebook page reached 4,267 people with 513 page visits. The Instagram account reached 1,121 people with 100 profile visits.

The Board members would like to know in more detail what people are looking at on the website. They would also like to see a year over year comparison of page the analytics.

6. EDB Next Meeting on July 21, 2023

