



Economic Development Board

Virtual Teams Meeting
Due to City Hall Remodel

Meeting information is posted online at
<https://stanwoodwa.org/>.

Friday, February 16, 2024, at 7:30 AM

1. Receive the Minutes of the January 19, 2024 Meeting
2. Election of New Chair and Vice Chair
3. Business License Analytics
4. Year in Review
5. Storefront Improvement Program Update
6. Project Status Update and Next Steps
7. Roundtable Discussion
8. EDB Next Meeting on March 15, 2024



Economic Development Board Minutes Meeting Minutes Friday, January 19, 2024 | 7:30 am

Economic Development Board Members Present: Teresa LaFluer, Paul Brar, Les Anderson, Kristine Birkenkopf, Dave Pelletier, Camrie Ingram, Dustin Dekle, Randy Heagle

Staff Present: Tansy Schroeder, Audrey Rotrock, Niki Strachila

Others Present: N/A

Due to snow and icy conditions, the EDB meeting was held via Zoom. Les Anderson called the meeting to order at 7:31 a.m.

1. Staff Introduction

Staff introduced the City's latest hire Nicole (Niki) Strachila. Niki is the City's new Communications and Marketing Specialist. The Board welcomed Niki to the team!

2. Receive the minutes of the November 17, 2023 meeting.

The minutes of the November 17, 2023 were approved unanimously.

3. Snow Goose & Birding Festival Special Event and Tourism Promotion Grant

Staff will follow up at our next meeting on answers to the following Board member questions:

- Where will the festival be held?
- Will there be live geese from a wildlife center?

The Board unanimously approved this grant.

4. Glass Quest

Glass Quest begins February 16th and runs through February 25, 2024. The Board unanimously approved this grant.

5. Business License Analytics

Staff presented a table containing the last three years of business license types obtained in the City of Stanwood. In the last three years (2020-2023), the City received 1,266 business license applications. Non-resident licenses had the highest number of licenses at 830. Home Occupation business licenses came in at 241. City business licenses and non-profit business licenses obtained came in at 182 and 13, respectively.

6. New Economic Development Board Member Introduction

Dustin Dekle, our newest EDB member introduced himself. He has a career in Commercial Insurance and, along with his wife, owns Cactus + Camano. The Board welcomed Dustin to the team!



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7. EDB Next Meeting on February 16, 2024

Since City Hall will be under construction, Board members would prefer to continue meeting in person, as many members are new. Staff will follow up with a new, temporary meeting place.

Adjourn: 8:00 am





CITY OF STANWOOD
ECONOMIC DEVELOPMENT BOARD
AGENDA STAFF REPORT

MEETING DATE: February 16, 2024
SUBJECT: February Agenda Topics
FROM: Patricia Love, Community Development Director

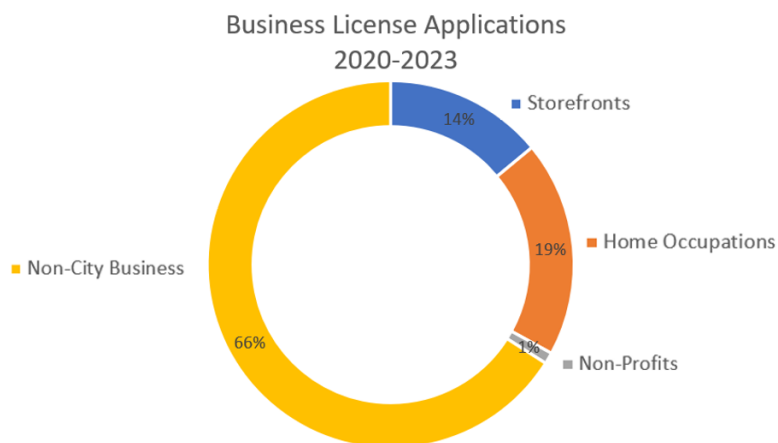
Election of Chair

At the beginning of each year the Economic Development Board elects a new Chair and Vice Chair. The Chair presides at all meetings and works with staff on scheduling agenda items. The Vice Chair takes over the duties of the Chair in their absence. When necessary, the Chair can call for a special meeting if there is a scheduling conflict. The Chair may also speak on behalf of the Economic Development Board before the City Council on topics discussed.

Business License Analytics

At the last meeting, staff provided the Board with several summary tables showing the number and types of business applications submitted from 2020 to 2023. While these do not represent all of the businesses in the City, it provides some detail on the types of businesses being operated in the City.

There are four (4) types of business licenses in the City: 1) standard city business license, 2) home occupation, 3) non-profit and 4) non-resident / business. Businesses are categorized by the state into NAICS codes – North American Industrial Classification System. These codes identify a firm's primary business activity. These codes are used by the federal government to track business and economic development trends.



The data presented in tabular form last month shows that of the 1,266 applications submitted, 14% of Stanwood's business licenses are for "brick and mortar" storefronts, 19% home occupations, 1% non-profits, and 66% came from non-Stanwood businesses doing business in Stanwood proper.

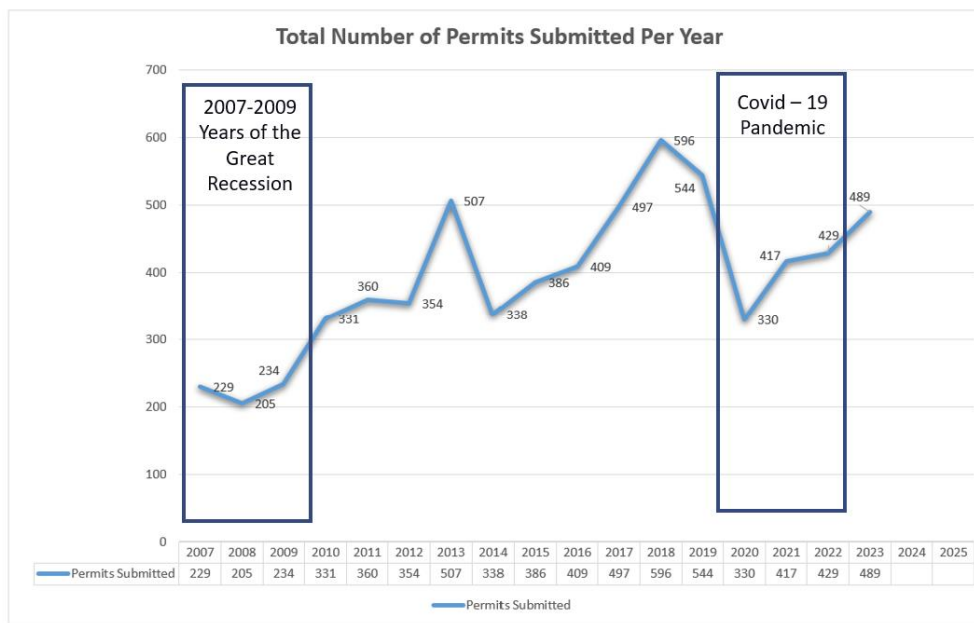
Breaking down the data by application type shows the most common types of businesses by use category.

Brick and Mortar Businesses 182 Applications	Home Occupations 241 Applications	Non-City Businesses 830 Applications
33% - Personal Services 16% - Retail Sales 14% - Health Care 10% - Food Service & Accommodations	23% - Retail Sales 17% - Professional / Technical 17% - Construction 12% - Administration	56% - Construction 12% - Administration

The break down of business types tracks with the types of storefronts seen in Stanwood: hair salons, nail salons, retail stores, restaurants and health care. Interestingly, over the last several years the City has received more home occupation applications than storefronts. It may be too early to predict that this was a result of Covid-19 or just typical. The City will monitor these numbers over the next few years to see if there are any visible trends in the types of businesses locating in Stanwood.

Not surprisingly, the City receives a significant number of business license applications from businesses not physically located in the City. The greatest percentage is from construction contractors at 56% which represented 466 applications between 2020-2023. With the growth Stanwood has experienced over the last several years, this would be expected.

Year in Review

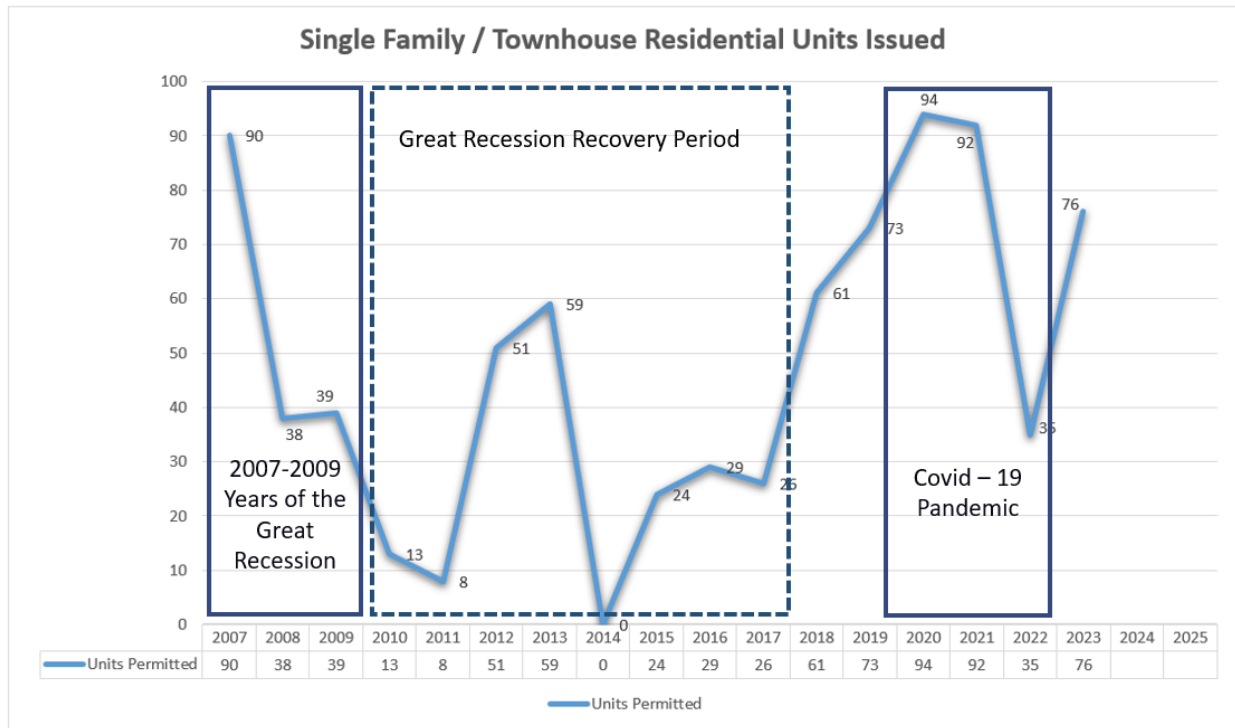


At the beginning of each year, staff prepares a summary of the permit activity for that year.

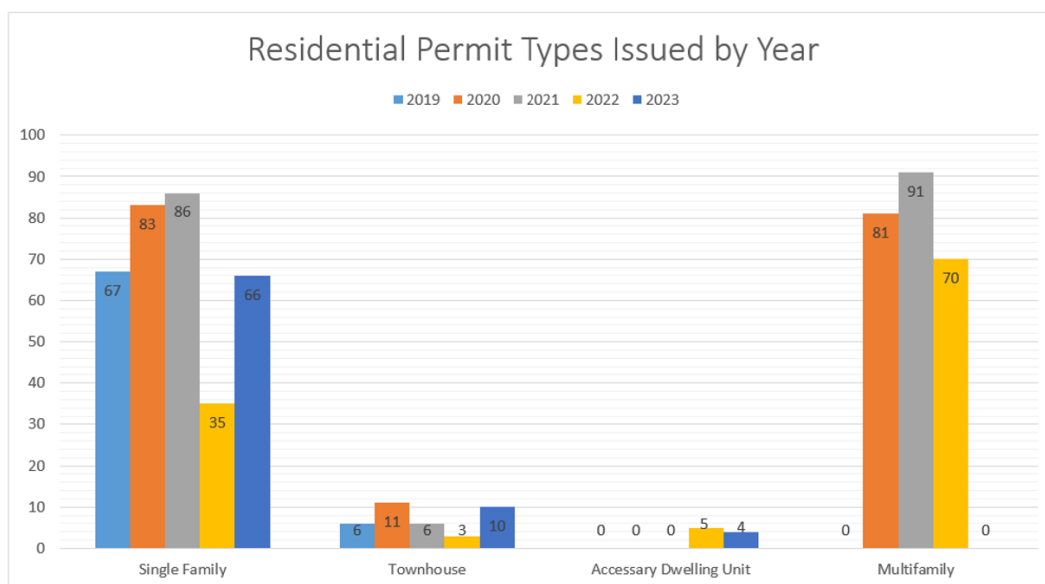
This information augments the business license information provided above.

The number of permits submitted per year reflects the Community Development Departments workload: each permit submitted is processed and reviewed by city planners, the building official and / or the City engineering team. Coming out of the pandemic, the city has seen a consistent increase in permit activity over the past three years.

The City also tracks the number of residential units issued per year. Submitted and issued permits are not the same number, as several permits cross over years between when they are submitted and when they are issued. In 2022 there was a dip in the number of residential units built due to a lack of platted lots. As expected, 2023 saw an increase in residential permitting with the plat of Chandlers Reserve being finalized. 2024 should see a similar number of residential units built as there are approximately 76 lots currently under construction in approved plats. There is also one large multi-family / mixed use application in the permitting stage.

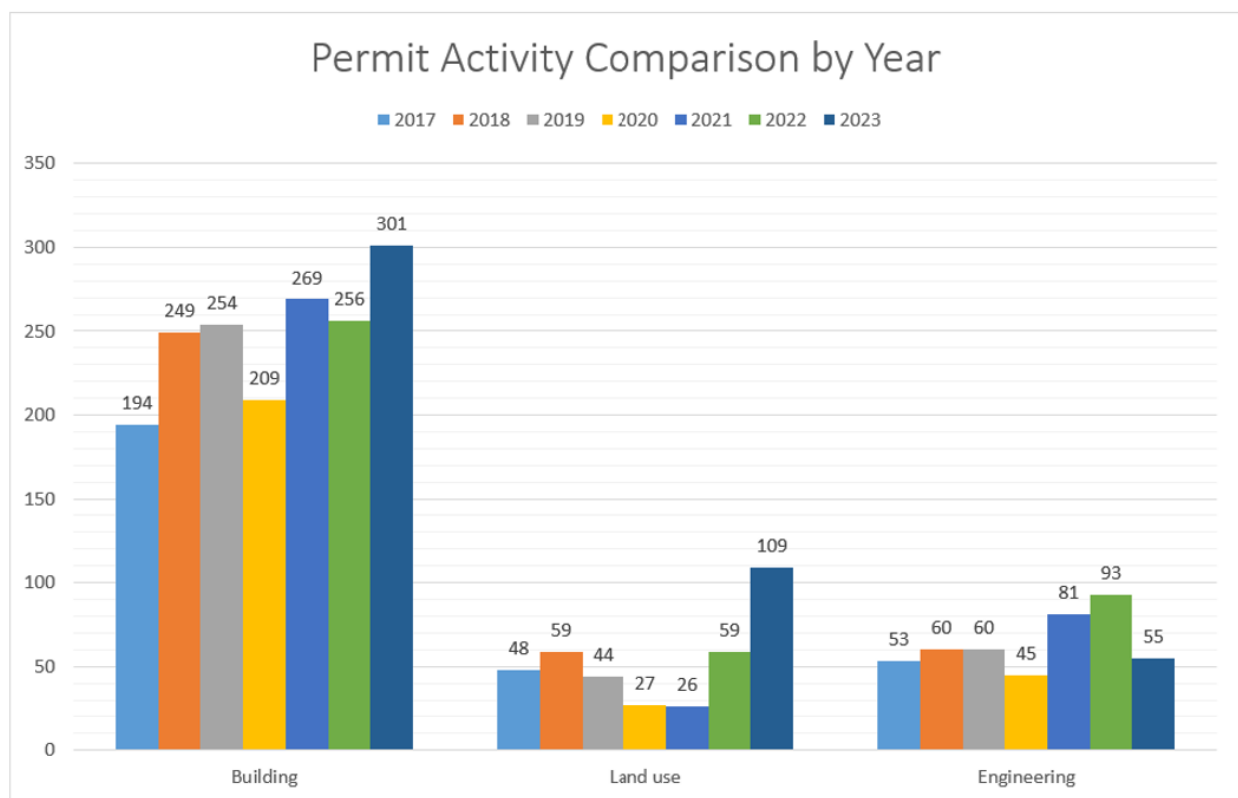


Residential units by type is another measurement of the City's growth and is used to track if the City is growing per the Comprehensive Plan growth targets. The following table shows the number of residential units by type issued over the last five years.



The following table represents the types of permits submitted by year.

- **Building Permits:** the city receives around 247 building permits per year – based on a 7-year average. 2023 had the highest number of building permits submitted within this recording period. The most common building permit type continues to fall within the following four categories: mechanical permits, single family residential permits, plumbing permits and remodels. Even with the increase in the number of building permits this year, the review time has remained about two weeks per permit.
- **Land Use Permits:** the city receives around 44 land use permits per year: 2023 doubled that amount. Floodplain permits continue to be the most common requested land use permit.
- **Engineering Permits:** the City receives on average 63 engineering permits per year; right-of-way permits are the most common requested engineering permit. 2023 was slightly under the average.



Storefront Improvement Program Update

In February of 2023 the City Council approved the Storefront Improvement Program which is intended to preserve and enhance the charm of the downtown commercial retail area, while also encouraging investment in downtown, through visual and physical improvements to storefront

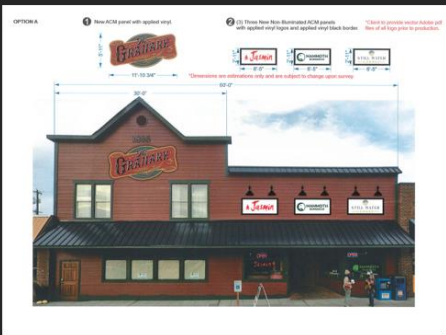
buildings. The program was funded for a minimum of two years – 2023 and 2024 – at \$100,000 per year.

In 2023 the City received 10 inquires into the project which resulted in five applications being submitted and approved by the City Council. The total grant ask for all five applications was \$52,971.00, leaving \$37,029.00 left for 2023. Of the five applications, two projects have been completed and the remaining three are either under construction or has not started yet.

Projects Completed:

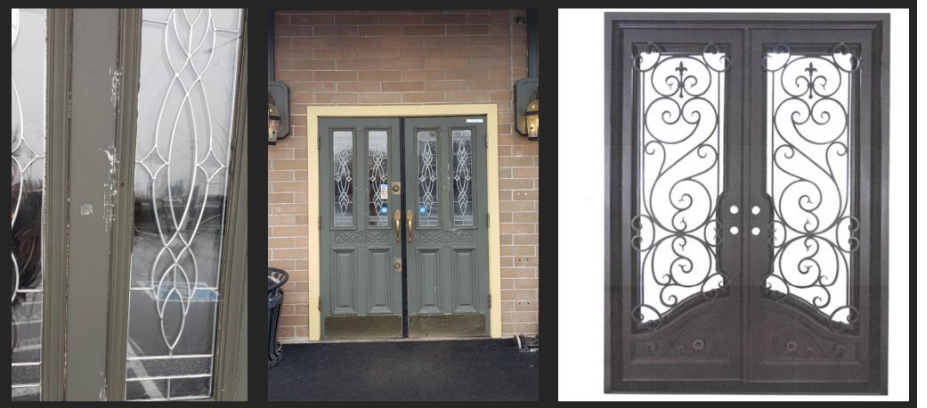
Mark Siegel and Teresa La Fleur/On The Brick Road LLC Project Type: Signage, paint, streetscapes, and creative and imaginative exterior elements	
Mike Kmet/Mike Kmet LLC (Patini's, Trend Salon, Sahara) Project Type: Paint, door and windows	 South Wall with upper area painted. Trim painted on the bay window. South Wall currently  Current Doors 27018-20 Proposed Replacement Doors 27018-20

Projects Under Construction:

Chantel Keller/Mammoth Burger Company/Jasmin Thai Cuisine & Sushi/Still Water Lounge Project Type:	  OPTION A 1) New ACM panel with applied vinyl 2) Three New Red Dimensioned ACM panels with applied vinyl signs and applied vinyl board borders 3) Three New Red Dimensioned ACM panels with applied vinyl signs and applied vinyl board borders *Dimensions are approximate only and are subject to change upon review *Sign to provide within 48hrs of final sign order to production
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Signage, paint, streetscapes, doors and windows, creative and imaginative exterior elements	
Jeffrey Kroft/Scattered Deck Games Project Type: Paint, doors and windows, creative and imaginative exterior elements	

Not Started:

John Markezinis/Jimmy's Pizza and Pasta Project Type: Doors and windows	
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In 2024, the City has received one \$10,000 (total project cost of \$20,000) request from Pure Smoke for signage, outdoor seating area improvements, and painting of the building facade. Staff is currently working with the applicant on their request and submittal materials. Below are renderings showing their proposed improvements. Staff recommends that the Board approved this request and forward to the City Council for formal approval.



City Beautification Project Status and Next Steps

West End Gateway:

Defining the west end gateway has been difficult due to lack of available right of way, limited space for artistic design, desire to be seen from SR 532 and cost. To address these issues, staff is working with the Public Works Department to fabricate and install two gateway poles with the City's logo within City right of way near the Stanwood Saloon and Bank of America. These poles will look like the banner poles installed last year and will include the City's circular logo. They will also be tall enough to hang a banner over the street to advertise special events visible from SR 532. The below graphic has been prepared to illustrate the concept.

Option 1:



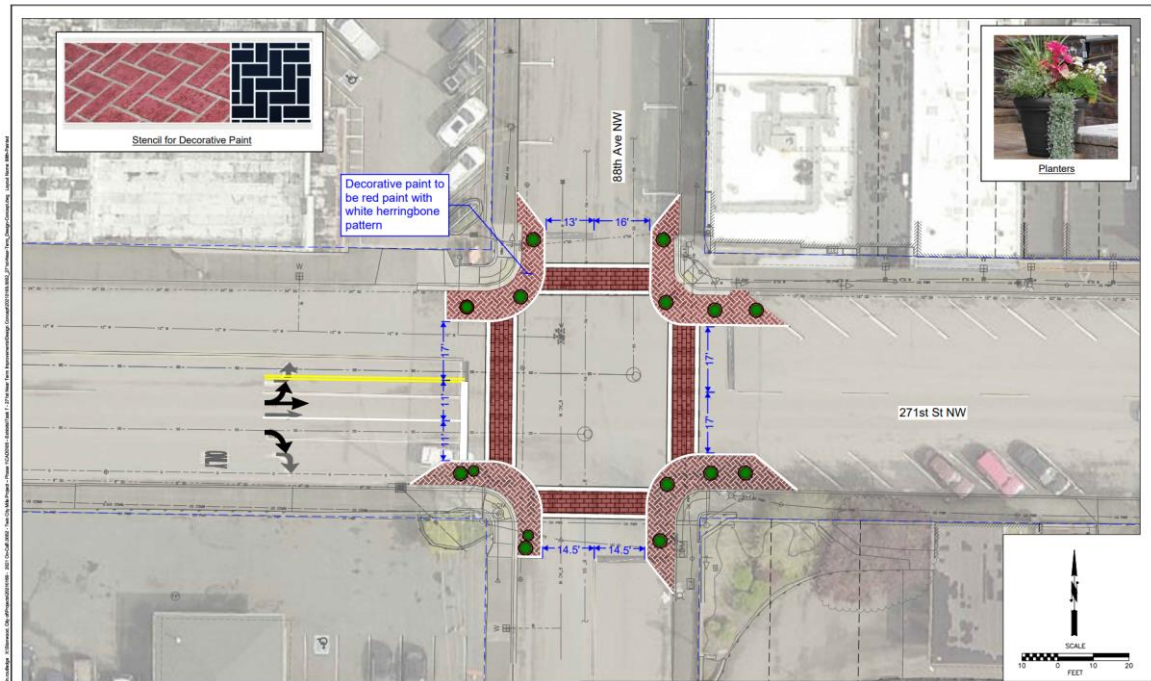
Option 2 (poles shifted southward):



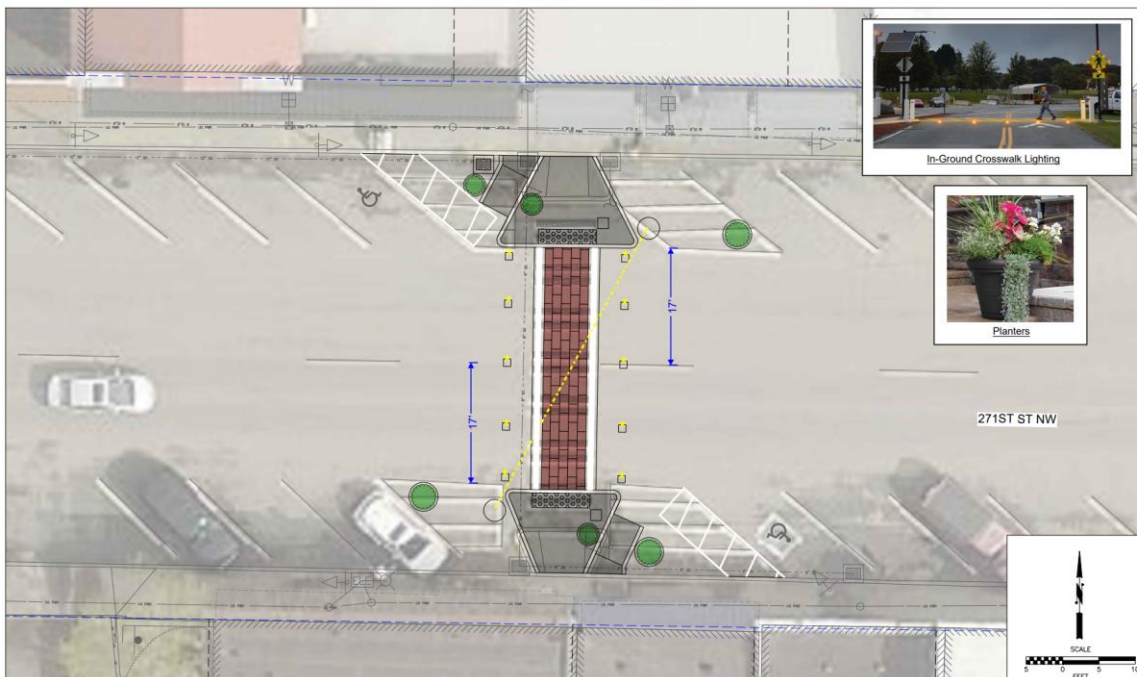
East End Traffic Calming:

The east end traffic calming designs are ready for public review. Staff will begin scheduling meetings with local businesses in March. Below are the colored graphic designs.

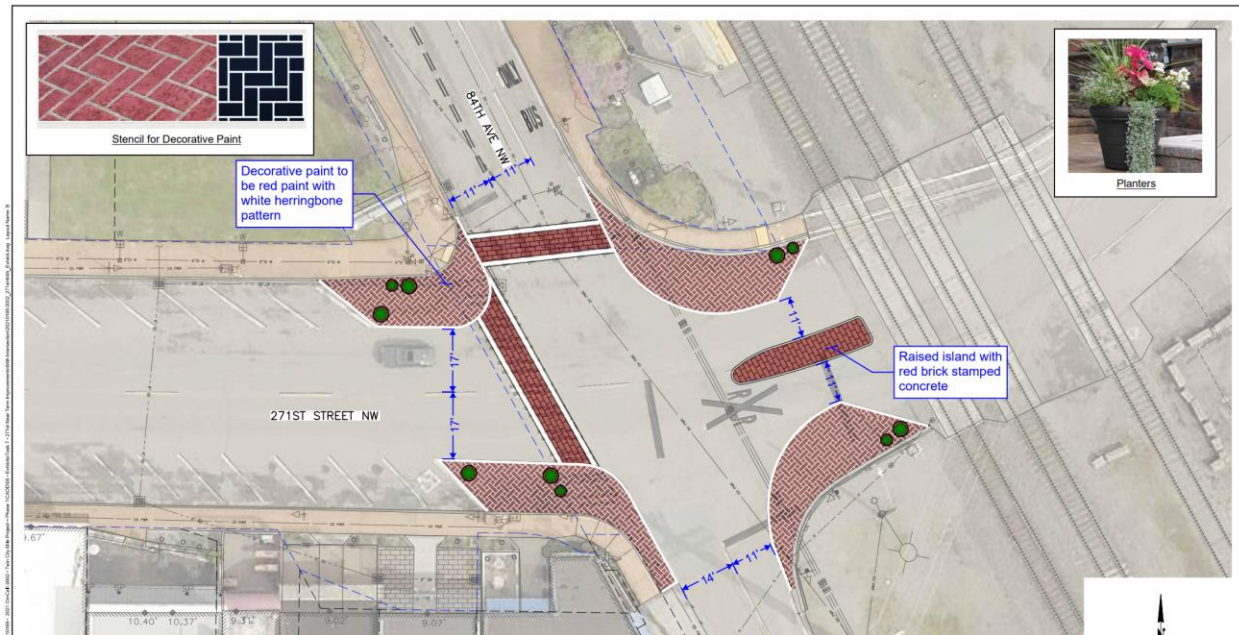
88th Avenue Intersection: Painted pedestrian refuge areas; planter pots, red brick style crosswalks, and revised turning lanes on east bound travel way to align with the east leg of the intersection.



Mid-Block Crossing: Extended pedestrian crossing area, inground flashing pedestrian lights, red brick cross walk, planted pots, improved ADA access and overhead lighting.



84th Avenue Intersection: Painted pedestrian refuge areas; planter pots, raised median on the east side of the intersection by the railroad tracks and red brick style crosswalks.



88th Avenue Arch:

Staff is working on putting LED lights on the arch – under the Welcome to Stanwood sign - so that it will be lit up at night.

The banners are in the process of being fabricated and should be installed in the next couple of months.

2024 Beautification Projects:

Additional projects for 2024 requested by the Mayor include adding a readerboard sign to the City gateway signs.

Other options include: Landscaping or Additional Wayfinding Signage.