



Economic Development Board Minutes  
Meeting Minutes  
Friday, March 15, 2024 | 7:30 am

**Economic Development Board Members Present:** Kristine Birkenkopf, Les Anderson, Randy Heagle, Teresa Lafleur, Camrie Ingram

**Staff Present:** Patricia Love, Niki Strachila, Audrey Rotrock

**Others Present:** N/A

Les Anderson called the meeting to order at 7:36 a.m.

**1. Receive the Minutes of the February 15, 2024 Meeting**

Minutes were approved unanimously.

**2. History of Downtown Planning**

Consider including west end business on the traffic calming meeting or have an additional meeting to include the entire Twin City Mile to let everyone know what is coming and what to expect. The City will work with businesses on smaller beautification projects such as planters and street trees. Continue upkeep of beautification projects already in place. The Amtrak station needs additional cover from the weather.

**3. 88<sup>th</sup> Avenue Arch Banner Submissions**

Staff will bring selections of banner submissions to the April meeting.

**4. Economic Development, Marketing, Overview and Assessment**

The Discover Stanwood Camano website needs updated photos and businesses. Consider asking for contribution from website users and businesses. Get feedback from users on how user-friendly the website is. The mobile version of the DSC website is very text heavy. The events page is cumbersome. Consider a place to do "Business Spotlights". Consider creating a YouTube guide for users. Find out where the website budget is being spent and how to shift those dollars to be better used. This discussion will continue at the April meeting.

**5. Business License Analytics**

Staff will add number of employees of new business to the monthly update.

**6. Roundtable Discussion**

A roundtable discussion will be held at the April meeting, time permitting.

**7. EDB Next Meeting on April 19, 2024**

**Adjourn: 9:08**