



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

**Economic Development Board Members Present:** Les Anderson, Paul Brar, Dave Pelletier, Camrie Ingram, Teresa LaFleur (online), Dustin Dekle (online)

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

Les Anderson called the meeting to order at 7:32 a.m.

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

The minutes from the March 15, 2024 meeting were approved unanimously.

**2. Budget Discussion**

**a. Includes Discover Stanwood Camano Brand Assessment**

The Board would like to see analytics from the DSC website. Consider adding a tab on the City's website with links to tourism. Narrow the focus of the DSC website. Instead of investing in rack cards and magazine ads, consider reallocating those funds towards billboards, social media, and city events. Paying concert bands more could attract larger names. Consider combining the DSC and the Alliances websites.

**3. Storefront Improvement Program (SIP)**

Consider lowering the maximum grant amount to \$75,000. The program needs more advertisement throughout the city to reach more businesses. Add a more specific timeline for the initiation of projects. The Board supports keeping the program going.

**4. Traffic Flow Discussion**

Take advantage of those commuting in and out of Stanwood daily and advertise on SR 532.

**5. SCAAC Banner Submission Presentation by Cat Olsen**

The Board likes all submissions and approves moving this forward to City Council for decision.

**6. Roundtable Discussion**

Staff gave an update on multiple projects happening in the city.

**7. EDB Next Meeting on June 21, 2024**

**Adjourn: 8:58 a.m.**

