



ECONOMIC DEVELOPMENT BOARD AGENDA

Thursday, December 20, 2018 – 9:00AM

**City Hall, 10220 270th St NW, Stanwood WA
Conference Room**

1. Approval of Minutes from November 15, 2018
2. Stanwood / WSDOT SR 532 Discussion Briefing
3. General Discussion on Business Retention Plan Concepts
4. Gateway Discussion

ECONOMIC DEVELOPMENT BOARD

November 15, 2018 Meeting

The Economic Development Board met on November 15, 2018. The following people were in attendance:

Board Members	Staff	General Public
Les Anderson John Hanstad David Pelletier Randy Heagle Diane White (Council Rep) Michael Gianunzio	Jennifer Olson, CA Patricia Love, CDD	Kathy Boyd George Llewellyn

Absent:

Jose Amado

John Russell

Review Minutes of September Meeting

Meeting minutes were approved as presented.

Rules of Procedure

Staff presented the updated draft Economic Development Board Rules of Procedure which included three minor additions:

- Disqualification
- Stakeholders
- Rule Amendments

The Board reviewed and approved the rules as presented.

Election of Chair and Vice-Chair

John Hanstad was elected as the Chair and Les Anderson as the Vice-Chair.

Hotel / Motel Study

The Board concurred with the general summary of the meeting with hotelier Sun Choy with the following additional comments:

- Mr. Choy is a very knowledge hotelier in the area; he is working on hotels in Marysville, Moses Lake and Snoqualmie. He noted that Stanwood may be ready for a hotel in 5-7 years.
- The Board generally felt that the City should concentrate on a business plan to attract companies that have a reliance on business travel if we want to attract a hotel in the future. Fortune 1,000 companies and companies that support them should be our focus.

Hotel / Motel Study – Next Steps

Jennifer Olson, City Administrator, presented a strategy to kick start economic development initiatives. Staff has begun synthesizing information from the Economic Development Plan and SDAT Plan. A few starting actions are:

- Conduct a community survey in 2019 to gather data on community wants and needs
- Prepare business retention and recruitment programs
- Update the City's website

The Board held a robust discussion about building a healthy business community and how to best recruit and maintain a strong workforce in Stanwood. The City needs to be inclusive, easy to work with, and a business partner if we want to recruit Fortune 1,000 businesses to the City.

Review of Tourism Grants

Five applications were submitted for the 2018 Fall Tourism Grants.

Applicant	Type	Amount
Art by the Bay	Recurring	\$1,000
Twin City Idlers Car Show	Recurring	\$1,000
Summer Art Jam	2 nd Year	\$1,500
CAA Artist Studio Tour	Recurring	\$1,000
Stanwood Historical Society – Snow Goose Festival	Recurring	\$1,000

The City budgeted \$11,000 for 2019 tourism events, leaving an additional \$5,500 for the March call for events. The Board unanimously forwarded a recommendation to the City Council to fund all of the requests. The Board encouraged the City to simplify the application process and make it easy for people to hold new events in the City. Motion by John Hanstad; Second by Randy Heagle; unanimously approved.

Potential SR 532 and 72nd Avenue Capital Improvement Plan

A presentation was provided to the Board outlining the City's Comprehensive Plan's Capital Improvement Plan. In summary, neither City's 6 nor 20 year CIP include any projected improvements associated with SR 532 and 72nd Avenue.

- The intersection is and will operate below the adopted level of service in the next 20 year planning period.
- Safety criteria established by WSDOT for considering improvements, has not been met.

City staff will be meeting with WSDOT on December 7th to discuss SR 532 in general and access to Ovenell Park. While a pedestrian overpass is not warranted at this time, options to improve pedestrian comfort at the intersection will be discussed. Staff will provide an update to the Board on the outcome of that meeting.

Next Meeting

The next meeting is scheduled for Thursday, December 20 at 9:00 am at City Hall. Agenda topics include:

- Update on the City / WSDOT meeting
- Discussion of a downtown gateway / arch
- General discussion on what is included in business retention / recruitment plan

