ECONOMIC DEVELOPMENT BOARD

MARCH 21, 2019

Economic Development Board

Thursday, March 21, 2019, 9:00 a.m.

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

Agenda

1. Approval of February 21, 2019 minutes
2. Business Retention Program DRAFT
3. I-5 Billboard Program overview
4. Board member updates
5. Other Business

ATTACHMENT A

ECONOMIC DEVELOPMENT BOARD

February 21, 2019 Meeting

Attendance:

Board Members	Staff	General Public
Les Anderson David Pelletier John Hanstad	Jennifer Ferguson, CA Patricia Love, CDD Dianne White (Council Rep) Krista Hintz, Admin Assistant	Kathy Boyd Jessica McCready George Llewellyn

Absent:
Randy Heagle
Michael Gianunzio
John Russell
Jose Amado

Rules of Procedure notebooks were passed out to members.

Review Minutes of December Meeting
Meeting minutes were approved as presented.

Discover Stanwood Camano 2018 Year End Report Presentation by Jessica McCready
Jessica McCready presented the 2018 Year End Report
The presentation highlighted these 7 topics:

- *Rebranding of Discover Stanwood Camano*
- *Discover Stanwood Camano website*: The website has 1,364 events posted from the local community. Successfully captured the local market with a boom in traffic around larger events like Snow Goose and Glass Quest.
- *Awarded $7,500 Grant from Port of Seattle*: This will be used for website additions and enhancements to bring in out of state visitors-Targeting California and Texas. The website will also implement Banner Ads for businesses and "Offers" like Groupon.
- *Social Media*: Facebook is the main platform used in this area. Twitter and Instagram are growing.
- *DSC Magazine*: Certified Distribution Chehalis to Bellingham, 13,500 copies.
- *SeaTac Billboard*: We will be advertising DSC again in 2019. The same crabbing photo will be used and will match the cover of the Spring/Summer edition of the magazine.
- *Events:* Elaine is working on Touch-A-Truck and we have a meeting scheduled with the City next week to discuss Summer Concerts and Movies in the Park.

Presentation of Stanwood Community Development Department-Year-in-Review, Patricia Love
Community Development Director Patricia Love presented the 2018 Year in Review for the CDD.

The presentation highlighted these 6 areas:

- Land Use Entitlement Permits
- Types of permits coming through
- Revenue
- Other responsibilities of the Community Development Department
- Impact Fees
- Business Licenses

Committee member John Hanstad asked about comparisons to area municipalities in regards to permit fees. Staff has begun tracking their time in iWorqs, with that, Patricia Love will use a format to figure a more accurate cost and then do a comparison to area cities.

Dianne White discussed the need for business and jobs to keep residents in town.

City Administrator Jennifer Ferguson presented the 2019-2020 Work Plan

Council adopted the biennial budget for 2019-2020 and the plan has a new results based format. The city has many capital projects, policy review, and programs to initiate or improve. The work plan will be available on the City website.

Discussion-Future EDB Agenda items

Jennifer Ferguson, City Administrator presented a list of 2019 agenda topics for the Economic Development Board. The agendas include-

- Business Retention Program
- Main Street Program
- Wayfinding's Gateway program overview
- Business Fair planning

Next Meeting

The next meeting is scheduled for Thursday, March 21, 2019 at 9:00 am at City Hall. Agenda topics include:

- Business Retention Program
- Discuss Business Survey Questions
- I-5 Billboard Program overview

City of Stanwood

10220 270th Street NW
Stanwood, Washington 98292
(360) 629-2181 ext.4505 Fax: (360) 629-3009

Date

Dear :

The City of Stanwood has contracted with Stillaguamish Outdoor Media Corp. for use of the southbound I-5 digital billboard located south of exit 206. The city has reserved a Full Slot for the months of June and July and a Half Slot in August. We would like to offer your organization the opportunity to participate in this summer's billboard program by subleasing a portion of our scheduled time to your city event. Not only does this allow Stanwood to gain more exposure as a city, it helps make it more affordable for city events to participate and advertise as well.

If you have been awarded a 2019 Stanwood Tourism grant, this expense would qualify for the advertising/marketing portion of your event up to the grant amount awarded. If you want more exposure time then you would need to reimburse the city.

Exposure space is limited, if you are interested in participating, please contact Krista Hintz at 360-454-5212 or krista.hintz@ci.stanwood.wa.us for specifications on artwork submittal.

We are looking forward to another successful summer event season.

Jennifer Ferguson
City Administrator

I-5 Billboard Program 2019

Digital Billboard 2 advertises to the North Snohomish County Region

- **Facing** South
- **Size** 20h" x 48w"
- **Located** South of exit 206
- **GPS Coordinates** 48.133477, -122.186740
- **Traffic** 51,000 vehicles per day
- **Impressions** 238,000

How It Works

Stillaguamish Outdoor Media utilizes digital LAED billboards which take billboard advertising to the next level with added versatility and efficiency.

Different ads are scheduled for different parts of the month or even specific times of day. Bright vibrant full color advertisements that get noticed and much more.

All digital billboards use a "shared space" platform. The shared space is divided up into a maximum of nine full rotational slots. Each rotational slot is shown for 8 seconds and then the billboard rotates to the next slot and so on. These slots can also be divided into half and quarter slots.

JUNE-JULY

The City has reserved a Full Slot and will make Half Slot exposure space available to other events in Stanwood

HALF SLOT	25 times per hour
EXPOSURE	600 times per day
BREAKDOWN	Ad will display every 144 seconds

AUGUST

The City has reserved a Half Slot and will make Quarter Slot exposure space available to other events in Stanwood

QUARTER SLOT	12 times per hour
EXPOSURE	300 times per day
BREAKDOWN	Ad will display every 288 seconds

SUCCESSFUL BILLBOARD EXAMPLES

Jpeg Format

1504w x 608h

72 DPI Resolution

March 2019

Economic Development Board Members

Board Member	Affiliation	Term
John Hanstad	Heritage Bank	2 YR / 2018-2019
David Pelletier	Pelletier & Schaar Architects	2 YR / 2018-2019
John Russell	UPS Store	2 YR / 2019-2020
Randy Heagle	Windermere Real Estate	2 YR / 2019-2020
Les Anderson	Idler's Car Show	2 YR / 2019-2020
Ken Kettler	Tulalip Resort Casino	2 YR/ 2019-2020
OPEN		2 YR / 2019-2020