



Economic Development Board Meeting Agenda July 17, 2020

The July 17, 2020 Economic Development Board Meeting held via Zoom Meetings, was called to order at 7:30 a.m.

Board Members in Attendance:

Les Anderson, Chantal Keller, Kristine Birkenkopf, Randy Heagle, David Pelletier, John Russell

Staff Members in Attendance:

Jennifer Ferguson, Krista Hintz, Patricia Love

Also Known to be Present:

Scott Lankford

Approval of Minutes

The minutes of the June 19, 2020 Economic Development Board Meeting were approved unanimously.

City Beautification Program Update

Vision: The City of Stanwood is the commercial and cultural center of the greater Stanwood / Camano region. It is the desire of the City to preserve the community's historic rural, small town character while promoting the regions as a family friendly place to live, work and play. The City Beautification project will celebrate the beauty of the area and promote the concept of buying local.

• Landscape Architecture overview – Scott Lankford

Signage: The proposal is to move the brick Stanwood sign from its' existing location to the northwest corner of SR 532 and 72nd Ave NW.

- Les Anderson would like to see the sign moved further east, rather than move it 500 feet, move it to 64th Ave NW. Move it once, rather than a second move down the road.
- Jennifer Ferguson asked if the proposed location would interfere, or get lost, in the high school's sign.
- Patricia Love asked about a second sign, with the idea of recreating the historic Velkommen sign.

Boulevard Trees: What would the Board like to see?

Option 1: Large boulevard signature trees

Option 2: Columnar boulevard signature trees

Landscape Shrubs

Wetland Planting

Key talking points:

- Maintenance crews will be properly trained to for continued care of the initial landscape investment. As part of the organization assessment staffing study, the city has implemented the ability to add future maintenance crews as needed.
 - Les Anderson would really like to see irrigation systems put in place to maintain the landscape investment.
- For budgetary reasons, the project will be done in stages.
- Planting needs to happen in the fall for optimal root take.
- Does the board like a more structured or staggered design?
 - John Russell isn't ready to say which design he prefers but does want to make sure that it is maintainable to its original intended design.
 - David Pelletier feels the structured design suggests motion while the staggered is more calming.



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- Les Anderson feels the structured design creates a line of happiness and beauty when the colors come in.
- Randy Heagle likes the variety of colors but does not like the barren look it leaves in the fall.
- John Russell asked if there has been thought given to carrying the landscape design throughout the city.
- John Russell would like the idea of a holiday lighting overlay to be kept in mind when choosing boulevard trees.

Gateway Signage:

There has been discussion about two arches, one at the intersection of 271th and 88th and one at the intersection of SR 532 and 88th.

- An archway is best placed at the entrance to an area/point of interest.
- Les Anderson feels it's important to remain cognizant of the Westside when choosing the gateway location. If a second archway is going to be added, it may make more sense to place it in the west end, rather than two on one street.

Landscaping Options around and Under Snow Goose Signs

Easy maintenance shrubs will be the focal point.

- John Russell would like to see tulips or daffodils utilized to tie in with La Conner as a starting point for the Tulip Festival

David Pelletier asked about 3D options for presenting the project. Better presentation tools will help with selling the idea to stakeholders and the community.

Stanwood Sales Tax

January to June 2020: In March and April, the city stayed consistent with previous years. With COVID-19, people are shopping local, 2020 has seen a higher sales tax than the same period in 2019. Internet Sales tax is strong but grocery and in town shopping has increased and helped to support and provide stability to the community. #ShopLocal

Miscellaneous Business

With Mayor Kelley's resignation, the City Council chose to offer up an applicant period rather than appoint a sitting councilmember. The Council chose to allow sitting applicants to apply. Council will hear presentations from the applying members on July 23rd, voting will take place following an Executive Session. Filling Council and Board vacancies will be discussed with the new mayor and will move forward from there.

Adjourn 9:15am