



Economic Development Board Meeting Agenda November 19, 2021

The November 19, 2021 Economic Development Board Meeting held via Zoom, was called to order at 7:32 a.m.

Board Members in Attendance:

Les Anderson, Kristine Birkenkopf, Blake Arnold, John Russell

Absent: Randy Heagle, Brandy Timmer, Dave Pelletier

Staff Members in Attendance:

Patricia Love, Sarah Cho, Krista Hintz, Audrey Rotrock

Approval of Minutes:

Once John Russell is added to Board Members that were in attendance, the minutes of October 15, 2021 are approved.

Special Events/Tourism Grants

Economic Development & Marketing Manager, Sarah Cho, has received 1 application for a special event – Glass Quest – for February 2022. The Great Northwest Glass Quest is a 10-day treasure hunt for hand blown glass balls that attracts over 10,000 people to Stanwood and Camano Island each February. The GNWGQ is applying for a Tourism Grant through the City of Stanwood. The requested amount listed on the application is \$2,000. Grants may be considered in an amount up to \$1,000 for events with less than 4,000 participants, and \$2,000 for events over 4,000 participants.

2021 data taken from on-line check-ins showed the total number of individuals Questing to be close to 15,000 (approximately 6,000 entries or groups, which is an increase from past years). Many indicated this was their first time attending the event. Of those people who checked in online, 227 groups indicated that they were staying overnight in paid accommodations, totaling approximately 668 individuals.

For 2022, they are anticipating a budget of \$45,600, which meets the requirements of the 50% grant award match. History shows the Great Northwest Glass Quest event routinely brings in over 4,000 participants and continues to grow. The event will qualify for the full grant award of \$2,000.

The Board approves. The application will be processed and sent to council for review.

City Beautification Action Plan: Wayfinding Signs & Decorative Seasonal Banners

Community Development Director, Patricia Love gave an update on progress of the City Banner Project and Snow Goose signs. The goal is to increase the visibility and beauty of the community to residents and local travelers by installing decorative and seasonal banners strategically placed along major thoroughfares such as SR 532, 72nd Avenue, 88th Avenue, 92nd Avenue, 102nd Avenue and 271st Street. Banners are intended to add color and excitement to the City's commercial areas as well as also aiding in promoting special events. Love explained that there will be two types of banners – City sponsored, seasonal or community banners and special event banners paid by sponsors.

A big thank you to Public Works who've completed four planters and are waiting for the banner stands to return from the fabricator. Landscaping along SR 532 is nearing completion. Many Snow Goose signs are up. Staff has been working with Meyer Sign Company to change current panel verbiage and font, rework "Hilltop District" signs to "Uptown District" and create service club logos for the two-foot diameter discs. Powder coating the "Uptown District" signage depends on their schedule and will take the longest, approximately 3-5 weeks to complete all aspects. Banner poles being fabricated for service club signs which can be installed in the next few weeks.



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East End Gateway Archway

Arch was proposed to be at the new Viking Way intersection, but there are electrical wires that would need to be moved. Keeping it at original location, which will be closer to SR 532. Starting structural design with Pace Engineering.

Business Round Tables:

Sarah Cho stated that after the last business round table, a survey was sent out to those who attended. The survey was used to determine an order of priority for the 8 different projects. The results are listed below under West End Update.

West End Update

From the business roundtable survey described above, below is the list of projects in order of priority:

- 1- Brick road design,
- 2- Power, street lines, and banners,
- 3-5 A tie between the triangle design, gateway arch, and connecting/visibility to SR 532,
- 6- 102nd/270th Street intersection,
- 7- District identity/boundaries/subarea planning, and
- 8- 270th Street one way road concept.

Patricia Love and Sarah Cho also met with Transpo group to talk about the scope and budget of Main Street revitalization (East & West ends).

West End bypass survey results went to council. Very expensive project that will have to be funded by the state. Need to submit request for feasibility, design, and environmental to legislation. Working on a small grant for a visualization of the west end.

Christmas Decorations

Public works crew getting Christmas decorations out and putting them up next week and the week after Thanksgiving.

EDB Meetings for 2022

Board was asked if anyone would like to change the day and/or time of meetings in 2022. All agreed to keep the same schedule.

Board Member Renewals for 2022

David Pelletier and Kristine Stromberg are up for renewal. Kristine agreed to renew. Sarah Cho will follow up with David Pelletier about reappointment.

Discover Stanwood Camano Updates:

Last month, Sarah Cho presented the Discover Stanwood Camano website analytics. Analytics for the month of October are as follows: Users: 1,037 Page views: 1,946. The audience locations were from Washington: 607 Wyoming: 161 California: 35 District of Colombia: 25 Virginia: 22. In Canada, British Colombia: 4 Ontario: 1 Prince Edward Island: 1 Quebec: 1.



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Business License Updates:

In the month of October, the City received a total of 16 new applications – 1 New City Business, 10 Non-Resident Business, and 5 Home Occupation Business Licenses.

Other Business:

A concern was brought up that the DSC website doesn't align with what residents call uptown/downtown/old town etc. Will want to decide what each area wants to be called when updating the website and the downtown master plan.

Introduced Audrey Rotrock as new Associate Planner. She will be taking over admin duties of the meeting.

December EDB meeting is cancelled.

Adjourn: 8:20 am

Next meeting: January 21, 2022 @ 7:30 am

Audrey Rotrock
Associate Planner