



Agenda

1. Receive the Minutes of the October 21, 2022 Meeting
2. Sebranke Property Update
3. Storefront Improvement Program Update
4. Business License Analytics
5. Discover Stanwood Camano Analytics
6. EDB Next Meeting on February 17, 2023

ZOOM MEETING INVITATION

Topic: Economic Development Board Meeting

Time: January 20, 2023 7:30 AM

10220 270th ST NW

Stanwood, WA 98292

Join the zoom meeting with the link below:

<https://us02web.zoom.us/j/83386362913>

Webinar ID: 833 8636 2913

Join by telephone: (253) 215-8782



Economic Development Board Meeting Minutes October 21, 2022

The October 21, 2022, Economic Development Board Meeting held in person and via Zoom, was called to order at 7:35 a.m.

Board Members in Attendance:

Les Anderson, Kristine Birkenkopf, Dave Pelletier, Randy Heagle, Ashley Palmer (online), Blake Arnold (online)

Absent: John Russell

Staff Members in Attendance:

Sarah Cho, Audrey Rotrock, Tansy Schroeder

Also known to be present: N/A

Approval of Minutes:

The Board unanimously approved the Minutes of the last meeting on September 16, 2022.

Comprehensive Plan Update: Economic Development and Land Use Policy Gap Analysis

One of the Stanwood's consultant firms on the Comprehensive Plan Update project team, has been tasked with performing the gap analysis on the current Comprehensive Plan and are recommending areas of revision and change to the City's goals and policies.

There are three components to the policy analysis:

- 1) Gaps in current policies caused by changes and updates to the Multi-County Planning Policies (MPPs) and Snohomish County's Countywide Planning Policies (CPPs),
- 2) Gaps in goals and policies related to requirements of the housing element in the Growth Management Act, which received a major update in 2021 as a result of the passage of House Bill (HB) 1220; and
- 3) Internal inconsistencies, overlaps, and outdated references or language within the current comprehensive plan.

This policy analysis update presents the Economic Development Board with the policy gaps associated with the land use and economic development elements under component #1 above.

The first level of analysis is identifying which existing City of Stanwood comprehensive plan policies, if any, implement each Countywide Planning Policy (and which CPPs, in turn, implement each Multi-County Planning Policy).

The next level of analysis involves determining whether there is a full or partial gap relative to a Countywide Planning Policy. Partial gaps typically arise as a result of language being added to existing policies, whereas full gaps typically come from new or wholly rewritten MPPs in VISION 2050 that translate to one or more new policies addressing new subjects or requirements within the CPPs. This distinction is important because in many cases, existing policies can be modified, expanded, or rewritten in some way to address a partial gap, while new policies or more substantial rewriting are more likely to be needed if a total gap is identified.

Substantively, there are several different categories of MPP/CPP updates that suggest changes the city could make to its economic development and land use comprehensive plan policies.



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- 1) Updates to regional policies related to changes in the Regional Growth Framework and Centers Framework.
- 2) Access to opportunity, including living wage jobs and jobs-housing balance, for historically underserved populations.
- 3) Access to open space and parks for historically underserved populations.
- 4) Reduction of health disparities.
- 5) Coordination of planning with Tribal Nations.
- 6) Preventing and mitigating displacement.
- 7) Mitigating displacement risk.
- 8) Climate change and resilience.

Board member questions and comments:

- Is there low income/subsidized housing in Stanwood? The low income/subsidized housing in Stanwood is mostly senior housing. The City is working with Affordable Housing Alliance for guidance on how to best address this issue. The City is also using how King county proceeds as an example on how they are handling low income and subsidized housing.
- Since 15% of residents drive 50 miles or more to work, how can Stanwood create more living wage jobs and reduce the number of people having to leave town for work?
 - The City is proposing an emergency ordinance for the Comprehensive Plan and the Municipal code projects for a moratorium on new mini-storage business. The reasoning is, the City wants to protect the remaining Light Industrial zoned parcels for business that create more jobs. Mini-storage businesses typically use a lot of land/space and generally only employ 1 to 3 people. This emergency ordinance will go before Council on October 27, 2022.
 - In order to meet job targets, the City is also considering a new zone titled the "Planned Industrial" (PI) zone. This zone would allow an estimate of 80% industrial uses and 20% commercial uses. This type of zone would allow more business to come in and provide more living wage jobs to the community. An example of a PI zone would be a business park. Details of the proposed PI zone will be worked out through the Comprehensive Plan and Municipal Code update projects.
- How does the floodplain effect affordable housing and jobs? The floodplain is not an item that is addressed in the Comprehensive Plan update. Since we cannot move downtown out of the floodplain, the City is working with FEMA to analyze what sort of plan works best for Stanwood to keep the downtown area vital and safe from flooding.
- What is the status of the potential SR 532 roundabout that would route traffic north? WA DOT is concluding their outreach survey by the end of October and will provide a summary and a proposed solution by the end of 2022.
- Has there been a dip in residential permit applications? The City had not received any residential building permit applications for the first eight months of the year. This was partially due to LGI finishing construction in 2021, when their original projection was to finish in early 2022. The City is starting to see residential building applications for the new Chandler's Reserve development and there are many subdivision projects in the pipeline.
- An assessment is being conducted for the City Hall building to see what the substantial improvement threshold would be for a possible renovation.



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2023 Special Event/Tourism Grant – Glass Quest

The Stanwood City Council has adopted and funded a Special Events / Tourism Grant program, established under Resolution No. 2018-13, to promote community events that draw visitors from outside the area. Grants are considered by the Economic Development Board and awarded by the Mayor.

The Great Northwest Glass Quest is a 10-day treasure hunt for hand blown glass balls that attracts thousands of 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.

2022 data taken from on-line check-ins showed the total number of individual questers to be close to 10,000 individuals. Of those people who checked in online, 1,987 individuals indicated that they were here for a day trip, 1,202 individuals lived in the area, 463 individuals stayed overnight in paid accommodations, and 68 individuals stayed overnight with family or friends.

For 2023, they are anticipating a budget of \$54,800, 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 qualifies for the full grant award of \$2,000.

The Board unanimously supports awarding the grant.

Business License Analytics

In the month of September, the City received a total of 32 new business applications – 24 Non-Resident Business, 4 Home Occupation Business Licenses, and 6 City Business Licenses. Below is the breakdown of NAICS codes for the businesses:

- 50% were classified as Construction,
- 10% were classified as Administrative Support and Waste Management & Remediation Services,
- 6% were classified as Wholesale Trade,
- 3% were classified as Finance and Insurance,
- 3% were classified as Healthcare and Social Assistance,
- 3% were classified as Arts, Entertainment, and Recreation,
- 3% were classified as Accommodation and Food Services,
- 22% were classified as Other Services.

Discover Stanwood Camano Analytics

Analytics for the month of September are as follows: Users: 2,229, Page views: 3,829. Of those views, 89.3% were New Visitors and 10.7% were Returning Visitors.

The Acquisition Overview is 46.3% was from an Organic search, 26.9% was from a Direct search, 20.4% through Social Media, and the remaining 6.4% was through a Referral.

The audience locations from the United States were: Washington: 1,495, Wyoming: 134, Virginia: 94, California: 90, and Texas: 44.

Within Washington, the audience locations were: Seattle: 433, Not Set: 286, Camano: 82, Everett: 67, Stanwood: 46, Marysville: 44, and Mount Vernon: 35.



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Facebook Page Reach: 24,984, Page Visits: 628.

Instagram Page Reach: 2,776, Profile Visits: 190.

Board member questions and comments:

- Sarah Cho is working with the website developer to track the search words people are using to find the DSC site. There will be updates on this next month after the new tracker has time to gather and process more data. Preliminary results indicate that search words include "Camano", "Stanwood", and "things to do".
- The City considering using TikTok as additional outreach platform for DSC.
- The Board would like to see a new post about "Halloween on the Brick Road" to include Halloween events in the eastern portion of downtown.
- There will be a Christmas tree placed at the triangle and at City Hall. The western portion of downtown would like to do pictures with Santa and tree lighting event on the brick road.
- The DSC website has been updated to remove businesses that are no longer operating and now include the newest business in Stanwood.

Economic Development Board Rules of Procedure

The Stanwood City Council established an Economic Development Board with the intent to promote a favorable business environment to retain businesses in the City and encourage tourism in the City. At the last City Council meeting, City Council has requested staff to reevaluate term limits and schedules so that a majority of board positions do not expire at the same time, and that board position terms are staggered. The following board members and their terms have been renewed to December 31, 2024: Les Anderson, Randy Heagle, Blake Arnold, John Russell, and Ashley Palmer.

After discussing, the Board members had the following comments:

- Consider staggering terms, so all don't expire at the same time.
- If a Board member resigns, the replacement member should start a new term, instead of finishing out their predecessor's term.
- Add two more members to equal nine members total. Split the nine members into thirds and stagger their term expirations.
- If adding new members, consider representatives from different business areas than ones already represented on the Board such as a non-profit group, someone from the art community, an insurance representative, a developer, or someone from the school district, to name a few.
- Ashley Palmer and Randy Heagle volunteered to adjust their terms to allow for staggered expirations.

Chamber of Commerce Update – Les Anderson

The Stanwood Chamber of Commerce has their paperwork submitted for dissolution. Stanwood Commerce Alliance has their paperwork submitted to create the new group. This new Alliance may partner with the Economic Alliance of Snohomish County (EASC) at a later date, but currently it is not economically feasible.

The Alliance is creating plans for inviting people to become members. Members who paid dues in 2022 will get a new membership at no cost. The new Alliance is considering ways to attract people and bring them together with business assistance, seminars, fundraisers and more.



Economic Development Board
Meeting Minutes
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Other Updates

Randy Heagle's fall festival was a big success. He is planning to make it an annual event.

Adjourn: 8:39 am

Next meeting: November 18, 2022, at City Hall at 7:30 am

Audrey Rotrock, Associate Planner



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: January 20, 2023
SUBJECT: Storefront Improvement Program Update
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

Storefront Improvement Program Update

The Storefront Improvement Program was presented to City Council in July of 2022. Based on recommendations from Council, City staff is currently working on finalizing the program and application process. The budget for this program is \$100,000. Based on feedback from business owners and property owners in downtown, 10% of the budget will be allocated for technical assistance services, such as design review, permit review, architectural review, etc. The application process will include a review from the Economic Development Board and final approval from the Mayor.

The City has also partnered with BHC Consultants and the University of Washington and their planning students to review elements that would be appropriate for this program. The UW students presented their final report in December of 2022 and recommended the following elements to be prioritized for this program: paint, signage, streetscapes, awnings and doors.

To tie in with the brick road design, the students recommended the following color palette for exterior paint work, allowing the downtown to have a more cohesive look and feel. The lighter colors, including orange and light blue, can be exclusively used for accent features.



Color Palette



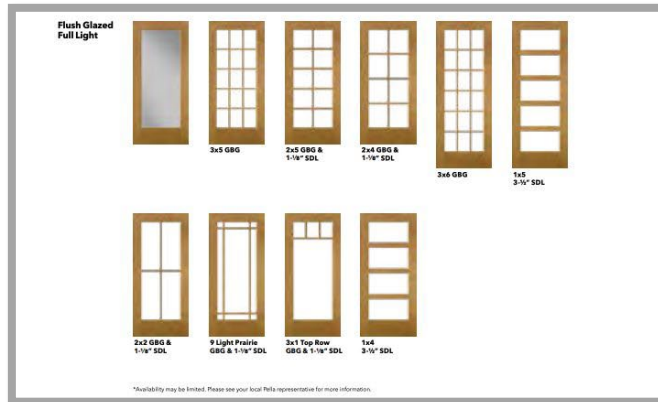
Signage Examples: Main frontage signs and hanging pedestrian signs



Awning Examples: Vinyl, synthetic and acrylic, and metal

For signage, the recommendations ranged from main frontage signs to hanging signs for further visibility to pedestrians. Another element the students recommended were awnings, as they currently exist at many businesses in downtown. Businesses can add new awnings if they do not already have them or have the option to replace existing awnings that may need repair.

Glass paneled doors were recommended to increase visibility to the businesses and to entice visitors to shop local and stay in downtown. In addition to doors, the City recommends adding windows as well.



Door Examples: Glass panels, natural or painted wood



Streetscape Examples: Benches, plants and landscaping, wall lights, lighting, table and chairs, other signage



Taking inspiration from existing streetscape initiatives in downtown Stanwood.

Several mock-ups were provided as examples for potential improvements at existing businesses and buildings in Stanwood.



Stanwood Café:

- Fresh paint
- Maintenance of existing bricks
- Removing excess textures/materials
- Following color palette
- New signage (pedestrian hanging, main signage, and windows and doors)
- Outdoor lighting



JPS Salon:

- Fresh paint, emphasis on trim
- Attached hanging sign
- Larger frontage sign (windows and doors can also be used for sign space)



Esstac:

- Fresh paint
- Attaching hanging sign
- Larger frontage sign



Along 271st:

- Fresh paint to match color palette
- Keep brick elements
- Upgrade awnings
- Metal hanging signs
- opportunity for painted signs on brick



Stanwood Grill:

- Paint retains original scheme while fitting new color palette
- New doors provide line-of-sight into the business
- Doors match the aesthetic of the rest of the frontage



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: January 20, 2023

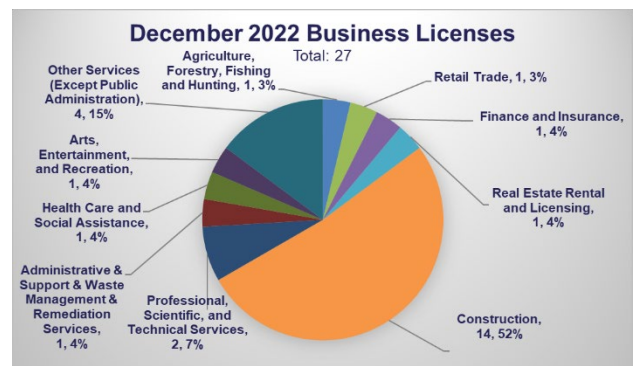
SUBJECT: Business License December 2022 Analytics

CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

Business License Analytics for December 2022

For the month of December 2022, 27 business licenses were processed. 1 of the licenses were non-profit business licenses, 18 of the licenses were non-resident business licenses, 4 of the licenses were home occupation licenses, and 4 of the licenses were city business licenses. According to the NAICS codes for each business:

Industry	Percentage of Businesses
Agriculture, Forestry, Fishing and Hunting	3%
Retail Trade	3%
Finance and Insurance	4%
Real Estate Rental and Licensing	4%
Construction	52%
Professional, Scientific and Technical Services	7%
Administrative and Support and Waste Management and Remediation Services	4%
Health Care and Social Assistance	4%
Arts, Entertainment, and Recreation	4%
Other Services	15%





CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: January 20, 2023
SUBJECT: Discover Stanwood Camano December 2022 Analytics
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

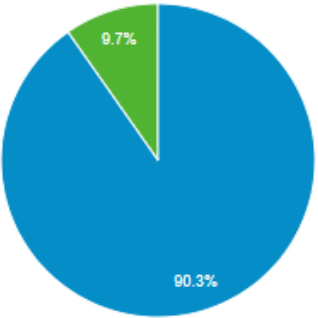
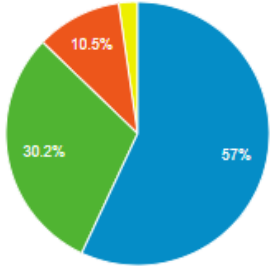
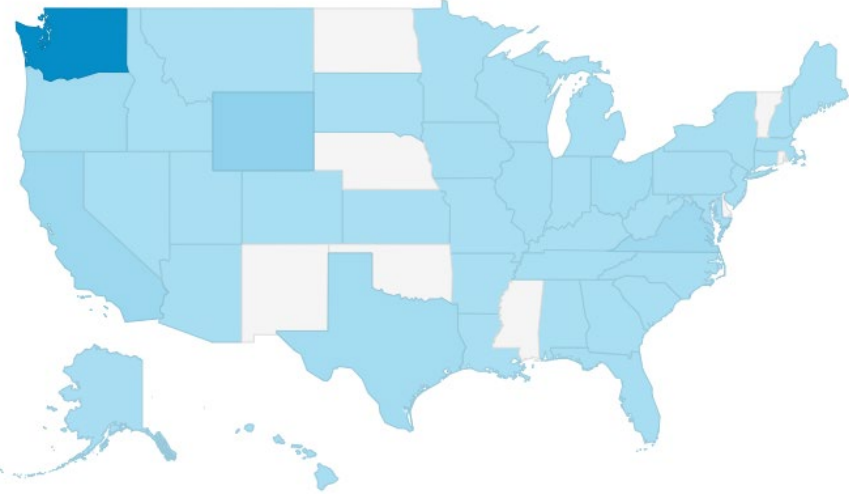
Discover Stanwood Camano Analytics for December 2022

For the month of December 2022, Discover Stanwood Camano had 1,492 users (-5.51%) visit the website for at least one session. There was also a total of 2,905 pageviews (+9.29%). 57% of the audience found the website through organic search, 30.2% of the audience found the website through direct search, 10.5% of the audience found the website through a referral, and 2.3% of the audience found the website through social. The top five states for audience location were Washington with 914 visitors, Wyoming with 151 visitors, California with 78 visitors, Virginia with 63 visitors and Texas with 33 visitors. In Washington State, the audience location breakdown was, not set (no known location) with 336 visitors, Seattle with 227 visitors, Camano with 56 visitors, Marysville with 37 visitors, Everett with 30 visitors, Stanwood with 30 visitors and Yakima with 26 visitors.

For the month of December 2022, the Facebook page reached over 7,981 people (-13.8%) and had 863 page visits (-0.6%). The Instagram account reached over 1,617 people (+33.5%) and had 253 profile visits (+22.8%)

The top 5 search terms were Stanwood Tree Lighting, Camano Island, Discover Stanwood Camano, Stanwood Christmas Tree Lighting and Stanwood Senior Center.

Discover Stanwood Camano Analytics

December 2022																	
Audience Overview	Acquisition Overview																
Users: 1,492 Page views: 2,905 ■ New Visitor ■ Returning Visitor  <table border="1"> <caption>Audience Overview Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>New Visitor</td> <td>90.3%</td> </tr> <tr> <td>Returning Visitor</td> <td>9.7%</td> </tr> </tbody> </table>	Category	Percentage	New Visitor	90.3%	Returning Visitor	9.7%	■ Organic Search ■ Direct ■ Referral ■ Social  <table border="1"> <caption>Acquisition Overview Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Organic Search</td> <td>57%</td> </tr> <tr> <td>Direct</td> <td>30.2%</td> </tr> <tr> <td>Referral</td> <td>10.5%</td> </tr> <tr> <td>Social</td> <td>2.3%</td> </tr> </tbody> </table>	Category	Percentage	Organic Search	57%	Direct	30.2%	Referral	10.5%	Social	2.3%
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