

# ECONOMIC DEVELOPMENT BOARD

**April 18, 2019 Meeting**

Attendance:

Board Members	Staff	General Public
Les Anderson John Russell David Pelletier	Jennifer Ferguson, CA Patricia Love, CDD Krista Hintz, AA	Kathy Boyd George Llewellyn

Absent:

John Hanstad  
Ken Kettler  
Randy Heagle

### ***Review Minutes of March Meeting***

With only three members present, a quorum was not met. The minutes of the March 21, 2019 meeting will be presented for approval at the May 16, 2019 meeting.

### ***Wayfinding's Gateway Program***

Patricia Love presented an overview of the program. Signs are currently along Hwy 532 and 271<sup>st</sup>. Businesses not located on 271<sup>st</sup> have requested business name placement on the wayfinding signs. In 2014 the local Business Association made the recommendation to not put individual business names on the signage, City Council approved that at that time. The board discussed whether it is the City's responsibility to identify and fund a way to locate individual businesses. The concern is the amount of maintenance as businesses come and go. There Board discussed signage for different shopping districts rather than individual businesses.

Mayor Kelley and Patricia Love are discussing recreation of the Velkommen sign. Dave Pelletier's firm had designed the original wayfinding signs, he will look for documentation and schedule a meeting with Patricia Love to discuss.

Jennifer Ferguson and Patricia Love will be meeting with WSDOT, Island County and Snohomish County on April 26, 2019 to discuss strategic placement of round-a-bouts; How to improve traffic flow while preserving the character of Stanwood.

Examples of Gateway signage was presented. Some possible Gateways options include an arch, an intersection span, and a round-a-bouts with an art piece from a local artist. David Pelletier would like to wait on the gateway signage until the round-a-bout locations have been decided.

Suggested beautification options include planting trees in the right-of-way along Hwy 532 approaching Pioneer Hwy, planting different color trees at strategic intersections to draw attention key spots in the city.

The consensus of the Board was to look at moving forward with the next phase.

### ***Beautification Projects Overview***

Jennifer Ferguson presented an overview of Volunteer Opportunity Program centered on beautification projects. The plan is for quick easy wins to enhance areas through beautification.

### ***Other Business***

The spring offering of the City of Stanwood Tourism Promotion Grant has opened and applications will be accepted through May 31, 2019. Working on the direction of the Economic Development Board, the grant process has been simplified to encourage more groups to apply.

Les Anderson would like the city to reevaluate event fees that are charged for various aspects of the permit, road closure signage and barriers. Discussion followed around Stanwood being an event driven City. The expected return to the city would need to quantify eliminating fees as to avoid a gift of public funds.

Business Retention and Expansion program update. The Community Development Committee has reviewed the program and has recommended bringing it to the Finance Committee to discuss the costs involved with putting forth that level. Jennifer Ferguson has reached out to the Chamber to see if they will be able to assist with business related events. The City is looking at a kick-off event in the spring to introduce businesses to the program.

The Stanwood Library has requested the Council consider early removal of the location restriction so they can start their planning measures to move out of the flood plain. The Community Development Department has reviewed the request, it will go before both the Finance Committee and the Public Works Committee before being presented to Council in May.

Viking Way extension to the west: PUD is going through an operational assessment. The City is waiting for the findings to go to the PUD Commissioner in late April or May.

There were five responses to the RFP for the new Civic Campus. The City is in the process of reviewing the proposals, interviews will be held in May then it will go to Council to award the contract.

### ***Next Meeting***

The next meeting is scheduled for Thursday, May 16, 2019 at 9:00 am at City Hall. Agenda topics include:

- Community survey
- Snohomish County Tourism-Seattle North Country Rebranding
- TPA grant wayfinding