

ECONOMIC DEVELOPMENT BOARD

August 16, 2019 Meeting

Attendance:

Board Members	Staff	General Public
Les Anderson David Pelletier John Hanstad John Russell Randy Heagle	Jennifer Ferguson, CA Krista Hintz, Admin Assistant	Steve Shepro Leonard Kelley

Absent:

Ken Kettler

Community Survey

Jennifer Ferguson discussed the Random Survey which was mailed to select Stanwood residents and the Opportunity Surveys for City of Stanwood residents as well as Unincorporated Stanwood and Camano Island residents.

Review Minutes of March 21, 2019 and April 18, 2019 Meetings

Meeting minutes were approved as presented.

Rules of Procedure Review

Discussion centered on meeting times and frequency; would an earlier meeting time work better? Which day of the week is best? Should meetings be held monthly, bi-monthly or quarterly? After discussion the Board chose to move the meetings to the third Friday of each month at 7:30am.

The role of the Economic Development Board is to:

Discuss business related economic development related issues that the city is facing

Provide guidance to City Council

Provide recommendations on how to accomplish checklist items from the strategic plan

Provide a stronger discussion on economic development

Redefine "Wish list" –vs- "Do list"

Discover Stanwood Camano Updates

Jennifer Ferguson finalized two grants this week for Snohomish County Tourism Bureau and Hotel Motel Small Fund Grant. The Discover Stanwood Camano Visitors Guide is up almost 10,000 distributed copies to 30,000 total copies along the I5 corridor. We are looking into a partnership with Amtrak and will be pursuing distribution on the ferries.

Discover Stanwood Camano

- DMO-Destination Marketing Organization – marketing of the city/tourism.
- City is proposing Lodging Tax ordinance
- DSC is morphing and expanding, we will be sending a DSC Insider magazine to households in 98292 and 98282-a great place for businesses to advertise
- DSC-Places to list your business
- Behind the scenes-business to business platform for communication
- Event host partnerships with Discover Stanwood Camano to market the events

Business Retention and Expansion Program is in place, we are working on marketing. Recruitment program is coming.

Other topics mentioned in discussion:

- Amtrak-City to City train trip, Amtrak marketing
- Amtrak parking lot-identify as City parking lot, address drainage, maintenance
- Creating a “Town Square”
- Volunteer built Community Stage like Arlington, WA
- How to create partnerships between city and community to empower volunteers
- Strategic Plan-action items
- Fees surrounding special events. Jennifer Ferguson reassured the board that the city has heard the concerns and is working to address the issues.

Mayor Kelley spoke saying he values the committee because they, being out in the community, are able to give the city information and feedback that we would not normally get. Mayor Kelley is working with Commissioner St. Clair from Island County to create an advisory group to help cultivate the Stanwood-Camano Island partnership. Mayor Kelley stated that he would like someone from the Economic Development Board to participate .

Next Meeting

The next meeting is scheduled for Friday, September 27, 2019 at 7:30am at City Hall.

Agenda topics include:

- Business Survey Overview
- Discover Stanwood Camano LTAC/DMO
- Special Event Permit