

ECONOMIC DEVELOPMENT BOARD

September 27, 2019

Attendance:

Board Members	Staff	General Public
Les Anderson John Hanstad Ken Kettler Randy Heagle	Jennifer Ferguson, CA Krista Hintz, Admin Assistant	

Absent:

David Pelletier

John Russell

Review Minutes of August 16, 2019 Meeting

Motion to Approve: Les Anderson, Second: Randy Heagle. Meeting minutes were approved as presented.

Business Survey Overview

Jennifer Ferguson gave an overview of the Business Survey that will be sent to all Stanwood businesses with hopes of gaining, in short, information on business demographics, financials, and what form of support the businesses are seeking from the city. Information will go into a secured database, **not** subject to Public Disclosure Requests. Randy Heagle suggested breaking the survey down to “bite size” segments. Staff will review the survey and see how best to make modifications.

Along with the survey, information on the new *locals* version of Discover Stanwood Camano magazine, which will be mailed to every household in the 98282 and 98292 zip codes, will be sent to businesses to introduce a new advertising opportunity. The city will also inform businesses of an upcoming Business Newsletter that will be sent out by the city as part of the Business Retention and Expansion Program.

Discover Stanwood Camano LTAC/DMO

Discover Stanwood Camano is the tourism and marketing initiative for the City of Stanwood. It started out as Discover Port Susan and was rebranded to Discover Stanwood Camano. The city currently contracts with the Chamber and is bringing the governance back under the city’s umbrella. The city wants to closely mirror a destination marketing organization (DMO). The city could set up a non-profit organization for the DMO. Our goal is to continue to grow the foundation and continue to work on enhancing our tourism initiatives, get involved and become accredited with the Destination Marketing Association, and work with the county and the state tourism bureaus.

DiscoverStanwoodCamano is a tourism publication distributed along the I-5 corridor from Canada to Vancouver, WA. We are increasing distribution to include Victoria, B.C. and Amtrak. We also received a grant from the Port of Seattle to market out of state in Texas and California.

Discover Stanwood Camano-What we do

- DMO-Destination Marketing Organization – creating an online presence to promote local events and activities
- City is proposing Lodging Tax ordinance to tap into the Air B-n-B and VRBO markets
- DSC Visitors Guide-continue to expand and enhance the magazine, connecting the arts, culture and businesses in our community

- The DSC website will mirror the magazine but will be more extensive, it will be redone to update and make the website easy to manage and maintain-contracted between the city and support partner
- 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
- Limited graphic design services to local businesses-contracted between the city and support partner

Governance of DiscoverStanwoodCamano will require a formal advisory board to the City Council to develop long term goals and strategies. The DSC board will also serve as the LTAC advisory board to City Council. The Council is considering a Lodging Tax Ordinance and the LTAC board will collect those dollars and distribute under the DMO umbrella. For this, a new fund will be created and may also potentially include grant dollars, event sponsorship dollars, digital advertising, graphic design services, contributions and donations, and a membership fee.

The sponsorship program will be structured to allow someone to sponsor one or all events, or different aspects of an event like tables, the beer garden, etc.

Special Event Permit and Request for City Services Application Packet

The city has modified the current application packet for special events, banners, requests for city services, and the tourism grant taking the packet from 15 pages to 8. Board members reviewed the new application packet and discussed making it “bite-size”. Jennifer explained that breaking it up would increase the packet size again as event organizations would need to duplicate the event information already listed. With that understanding, John Hanstad proposed moving the new packet forward for Council approval. Randy Heagle made the motion to move forward, Les Anderson made the second. The motion passed unanimously.

Next Meeting

The next meeting is scheduled for Friday, October 18, 2019 at 7:30am at City Hall.

Agenda topics include:

- LIONS-Local Investment Opportunities Network
- Economic Data Reports