

**City Council**  
**COMMUNITY DEVELOPMENT COMMITTEE**  
**October 10, 2019 Meeting**  
**Meeting Notes**

**Attendance:**Council Committee Members and Staff:

Rob Johnson, Councilmember  
Dianne White, Councilmember  
Elizabeth Callaghan, Councilmember  
Jennifer Ferguson, City Administrator  
Amy Rusko, Senior Planner

Citizens

Tim Schmitt  
Anna Nelson, Landed Gentry-Cedarhome Square

**1. Final Plat of Cedarhome Square Phase II**

Senior Planner, Amy Rusko presented Cedarhome Square Phast II. Landed Gentry Development submitted a preliminary plat application for 125 residential dwelling units/lots early in 2018. The project was reviewed per the City's permitting process and was approved after a public hearing with the Hearing Examiner. A minor amendment was approved on August 16, 2018 and added four lots to the plat with the acquisition of a neighboring property. There are a total of 129 residential dwelling units/lots included in the project. City Council approved the Final Plat of Phast I on February 14, 2019 for 51 single family residential dwelling units. Phases II and III were combined to form what is now Phase II, 48 single family dwellings, 8 cottage units, 2 park tracts and 2 path/trails. Construction of Phase II is almost complete and they have submitted for Final Plat approval. We anticipate the final plat witll be forwarded to the City Council on November 14. Phase III is on tract to go before the Community Development Committee November 14 and to the full Council for approval in December.

**2. Von Moos Development Agreement Public Hearing**

A Public Hearing will be held by Stanwood City Council Thursday, October 24, 2019 at 7:00 pm. The Public Hearing is to consider the development agreement for lots 79, 80, 81 and Tract 996 of the Stanwood Schmitt Preliminary Plat (file no. 2018-0444) that was approved by the Hearing Examiner on February 8, 2019. The development agreement is a condition of the Stanwood Schmitt Preliminary Plat to meet the three housing types required within the Traditional Neighborhood zone. The development agreement includes items, such as: term of agreement, allowed uses, density, development standards, design standards, and street improvements.

**3. Stanwood Civic Campus Open House**

The City of Stanwood is hosting a Stanwood Civic Campus Open House on Wednesday, October 16, 2019 from 5:00 – 7:30 PM at Stanwood City Hall. The Civic Campus Open House is for citizens to view early conceptual ideas regarding the new Civic Campus site layout, visioning images and potential site elements. During the Open House, citizens are encouraged to share ideas or concerns. The design team from Mackenzie will be on hand to engage with citizens and answer questions about the project.

#### **4. *Café Roundtable Event at Planning Commission***

The City of Stanwood Planning Commission will hold a Public Meeting involving an interactive Planning Café for discussions regarding future land uses, zoning, density, and housing types on Monday, October 28, 2019 at 6:30 PM at the Stanwood Fire Station, 8117 267th Street NW. The café round table event is intended to involve the public in discussions regarding future land uses and the accommodation of the 2050 forecasted population and employment numbers, as the city prepares for the 2023 Comprehensive Plan Update. The café roundtable discussions involve topics related to density and housing types throughout the city. Participants will help identify locations for future growth and discuss options for infill housing types through a series of interactive activities.

#### **5. *Discover Stanwood Camano Overview***

City Administrator Jennifer Ferguson presented an overview of Discover Stanwood Camano. 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

**6. Ordinance 1479- Imposition of Lodging Tax**

City Administrator Jennifer Ferguson presented proposed Ordinance 1479 Imposition of Lodging Tax. A lodging tax of two percent is available to the city of Stanwood. Snohomish County currently levies this tax, so instead of the proceeds going to the county, they would go to the city. It is important to note that this tax, which is paid by lodgers, is already imposed by the county, i.e., the tax will simply go to the city instead of the county.

State law requires the formation of a Lodging Tax Advisory Committee (LTAC) to oversee the spending of lodging tax revenues. Such a committee could meet frequently or annually. The city currently administers a tourism grant program and allocates funds in support of Stanwood's Destination Marketing Program, Discover Stanwood Camano.

There is not data available at this time to allow an estimate of how much lodging tax might be collected. The Department of Revenue is currently developing a system that would report amounts by jurisdiction and by establishment. The proposed lodging tax is not expected to generate significant revenue in the immediate term, but will provide valuable information and data to support the city's efforts to encourage development of a hotel in Stanwood. The city is aware that short term lodging is offered in Stanwood but details on this activity are not available. Imposition of the lodging tax will inform the city on the scale of the activity because these business activities will pay the lodging tax.

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Chair