



ECONOMIC DEVELOPMENT BOARD

Friday, December 20, 2019 – 7:30AM

City Hall, 10220 270th St NW, Stanwood WA
 Conference Room

Minutes

Attendance:

Board Members	Staff
Les Anderson Randy Heagle John Russell John Hanstad Chantel Keller <u>Excused</u> David Pelletier	Jennifer Ferguson, City Administrator Patricia Love, Community Development Director Krista Hintz, Administrative Assistant

1. Review Minutes from November 15, 2019 Meeting. A motion was made by Les Anderson to approve the minutes. Motion was seconded by Randy Heagle. Minutes approved unanimously.

*John Russel arrived after the vote to approve and asked that the minutes be amended:

- To state that the use of a drone would be to identify marketable views if we were to raise the current height restrictions.
- To change “would” to “could” in the statement regarding a permanent closure to 271st St NW; “The Farmers Market *would* be supported in the Town Center”

John Hanstad made a new motion to approve the minutes with the above mentioned changes.

2. 2020 City Work Plan Overview- Jennifer Ferguson presented an overview of the 2020 Economic Development Board Work Plan
 - Tourism Grant Program-ongoing, applications are received twice per year, the EDB will continue to review these applications. In 2020 we hope to continue to streamline and enhance the program.
 - Implement the Business Retention Program- the program has been ongoing and will have a set of ongoing activities, i.e.; business visits. We have been receiving completed business surveys and review the information. We will continue to do social media pushes to remind businesses to return the survey.

- Business Recruitment Program-The Economic Development Board will be talking about the takeaways and key observations from the community survey. The city will be developing a tangible product to show businesses why they should bring their business to Stanwood:
 - Where are the available lands?
 - How is the Stanwood work force? What is available?
 - Demographics.
 - What will it takes to buy land and build, or move into an existing building?
 - What are the City Incentives?
 - What is the housing situation?
 - What are the quality of life amenities?
- Hotel Feasibility Study
 - 1) Is there a plan to move beyond the study? Our study will dig deep into the data to show potential hotels that the information is available without requiring them to have to do their own study.
- Business Fair-The Economic Development Board will be instrumental in planning and implementing the business fair. A potential road block will be getting vendors and resources to come to Stanwood for the Business Fair. The underlying goal is to communicate better with businesses and provide them with resources to make sure they are getting what they need. One needed focus-financial resources for small businesses – someone that can explain why a business needs a financial advisor or an accountant without making businesses feel like it is a sales call. Jennifer will be looking into a grant to bring a Profit Mastery or Money Smart program to Stanwood.

3. Sign Code-Outdated Business Signage- SMC 17.110.050 -*Outdated Signs. No sign or other advertising structure shall advertise a business or product which is no longer in existence. Such signage shall be removed from the premises within 30 days after close of the business or removal of the product.*

The code does allow businesses to change the placard without effecting the status of the sign structure itself.

Topics that were discussed:

1. Take a look at the commercial zone and see how often this is happening.
2. Those businesses that are out of compliance will receive a letter with the expectation of meeting compliance.
3. City will waive fees for a 30 day period to make it easier for business owners to comply.
4. Enforcement cannot be selective, all businesses will have the same expectation.

Next meeting –January 17, 2020

Adjourn 8:42am