



WELCOME

Economic Development Advisory
Board

May 21, 2020

AGENDA

Part I

- Welcome and Call to Order
- Approve Meeting Minutes – May 14, 2020

Part 2 – New Business

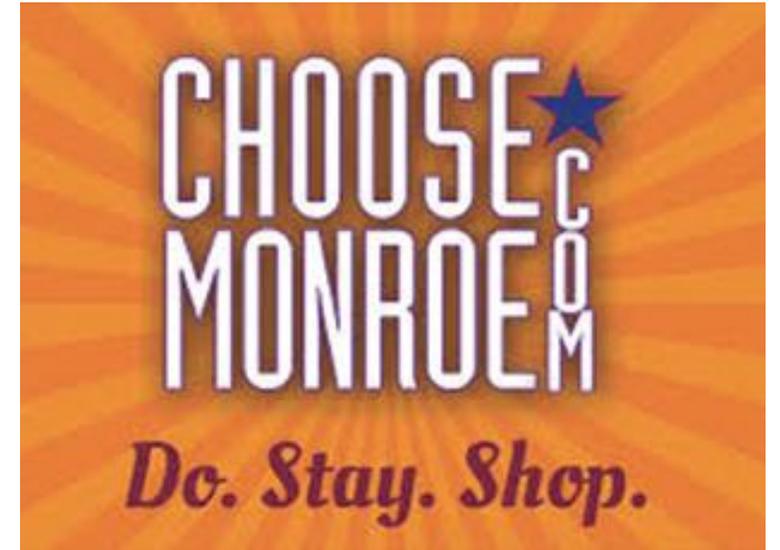
- Latest Arrivalist Data
- North Hill Park land acquisition – letter of support
- Small Business Relief Grant

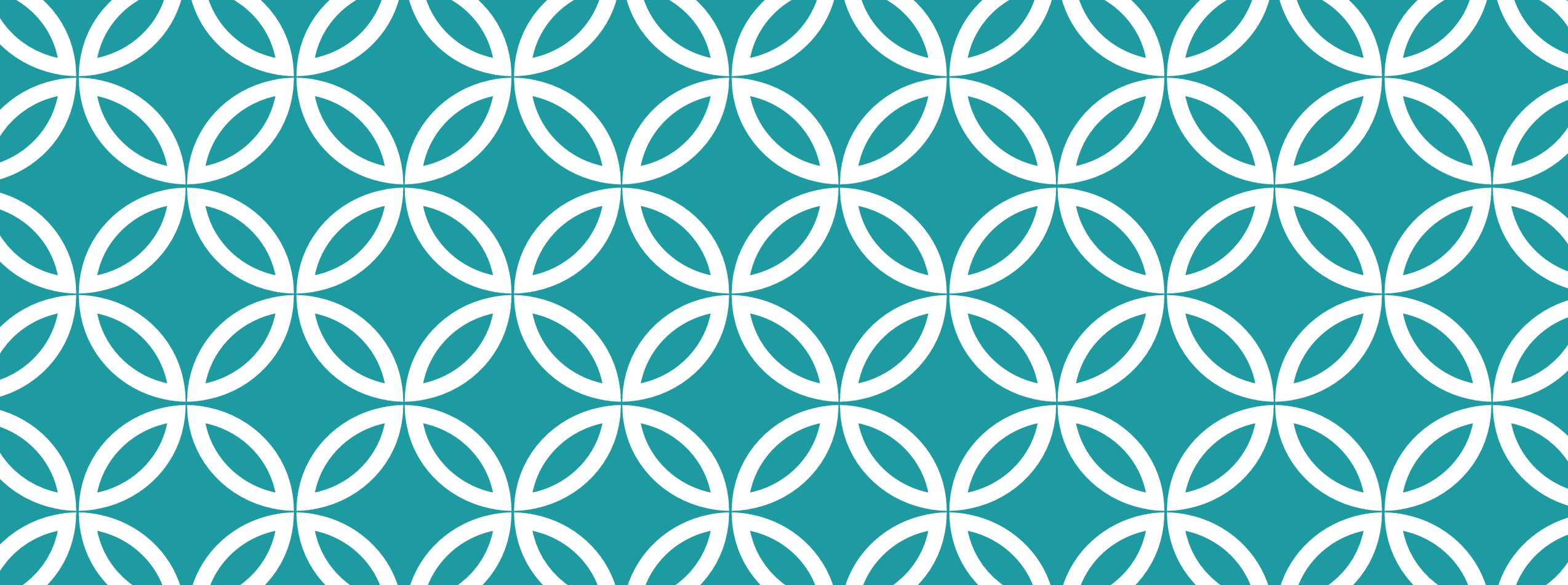
Part 3

- Board member comments/Updates

Part 4 – Next Meeting – May 28

- Tangram Design Wayfinding Signage presentation





APPROVE MEETING MINUTES

May 14, 2020

Economic Development Advisory
Board

May 21, 2020

CALL TO ORDER

The May 14, 2020 Monroe Economic Development Advisory Board Meeting was called to order at 8:10 a.m.; Zoom Meeting Platform.

ROLL CALL

Members present: Allan Dye, Liz Nugent, Bridgette Tuttle, Katy Woods; and ex-officio members Janelle Drews and Jim Watt

Staff present: Deborah Knight, James Palmer, Rich Huebner, Ben Swanson and Denise Johns

APPROVAL OF THE MINUTES

Board member Bridgette Tuttle made a motion to approve the minutes of the May 7, 2020 meeting. The motion was seconded by Board member Katy Woods. Motion carried 4-0.

OLD BUSINESS

A. May 7 Town Hall Recap

Mr. Palmer provided a recap of the Town Hall Meeting held on Thursday, May 7 via the Zoom remote meeting platform.

There were fewer attendees, approximately 20, to this, the city's second town hall-style public meeting since the outbreak of COVID-19. Mr. Palmer commented that the reduction in the level of participation could be due to a more specialized topic, a lack of interest, or not enough promotion.

Mr. Palmer commented that in his presentation, he provided a brief recap of Federal and State programs offering grant and loan assistance to small businesses, and the remainder of the program on "Safe Start Washington", Governor Inslee's four-phase plan for economic reopening.

Ms. Knight commented on the different presentation style utilized for the Town Hall Meeting. For the May 7 presentation, the City utilized Zoom's "webinar" feature, in which presenters are designated as panelists and appear on screen, and attendees are placed in listen-only mode and only appear with video and audio when asking a question. Ms. Knight explained that the Town Hall was used as test of this feature, which will be used primarily for digital meetings of the City Council, and asked for feedback on the format. Discussion ensued, and consensus was that while this format makes sense for City Council meetings, the preference for town hall-style meetings is for attendees to have video and audio functionality throughout.

Ms. Knight also requested feedback on the 6:00 p.m. meeting time. Discussion ensued and consensus was that 6:00 p.m. is an appropriate time for such meetings.

B. City Economic Stimulus

Mr. Huebner provided an update on the City Council's review of the proposed City Small Business Stimulus Package at the Council's May 12 meeting. Councilmembers supported the mayor implementing the staff gift card and utility late fee waiver proposals as presented, and to continue the waiver of mandatory solid waste pick-up for businesses through the duration of the business's state-mandated closure. Council indicated no interest at this time in renegotiating the terms of the solid waste disposal contract to continue the waiver of mandatory pick-up beyond the lifting of state-issued emergency orders.

Mr. Huebner commented that the City Council requested city staff determine the current status of any potential state orders regarding a commercial eviction moratorium before the city issue a proclamation or resolution on the matter.

C. Website Updates

Mr. Huebner opened the floor to discussion regarding planned updates to the City's Economic Development website. Mr. Huebner commented that as he is new to the City staff and was not involved in the discussion of the topic approximately one year ago, he wanted to offer the advisory board members the chance to provide their thoughts to him before he began work on draft updates.

Mr. Huebner presented the slides from 2019 detailing proposed website categories and content, and provided the update that, from the categories slide, the topic of "Business" has since been made a header category on the city homepage, making the Economic Development page one step closer. Discussion ensued and resulted in affirmation of continued support for the planned categories and content.

Ms. Tuttle commented that the current content of the page is good and that the main issue is navigation. Ms. Tuttle suggested that as updates are implemented, thinking of the wording and layout from the perspective of a non-resident considering relocating their business to Monroe. Ms. Tuttle commented that such a person would not recognize what information is provided on the page linked to the header "North Kelsey", but that a header of "Business Districts" with links to individual pages detailing the North Kelsey, Downtown, Fryelands Industrial and Highway 2 areas would be easily navigable for residents and non-residents alike. Ms. Tuttle also commented that a focus on the mobile version of the site is important.

Mr. Huebner shared the recent updates to Mayor Geoffrey Thomas's city webpage. Discussion ensued and consensus developed in support of implementing a rotating sequence of pictures as implemented on the mayor's page. Ms. Tuttle commented that, if possible, a brief caption for each picture would also be beneficial to page visitors.

Ms. Knight commented that the ordinances prepared by staff for the enactment of the Stimulus Plan will be presented to the advisory board members prior to their submission to the City Council.

BOARD MEMBER COMMENTS/UPDATES

At the beginning of the meeting, Ms. Knight opened for discussion the placement of Board Member Comments/Updates on the agenda, and requested feedback on if members felt this should occur at the beginning or the conclusion of meetings. Ms. Tuttle commented that there has been instances previously that members comment or bring for discussion items that are on the agenda for the particular meeting, and suggested placement at the end of the meeting would be most efficient. Further discussion ensued, and consensus was to move the board member comments and updates period to the conclusion of the meeting and keep it there for future meetings.

Ms. Tuttle commented that she still has not received any update on the status of her Economic Injury Disaster Loan (EIDL) application.

Ms. Tuttle commented that she has had ongoing discussions with fellow restaurateurs regarding plans for reopening their dining rooms in Phase 2 of “Safe Start Washington”, given the guidelines that will be in place in that phase; several restaurants she has spoken to believe opening in-person dining in Phase 2 is not feasible for their operation. Ms. Tuttle commented that she is concerned residents believe Phase 2 will mean all restaurants are open and at full operations; she has already had groups under the impression that the economy has been reopened in full and requesting to be seated in her establishment. Mr. Dye commented that Lincoln County has been approved by Governor Inslee to proceed to Phase 2, and that he (Mr. Dye) knows of a restaurant in that county that has decided not to reopen in Phase 2.

Ms. Tuttle expressed appreciation to Ms. Drews for the ongoing and updated listing on the Chamber of Commerce’s website of restaurants offering delivery and/or takeout options.

Ms. Woods commented that there is still funding available through the Paycheck Protection Program, with approximately \$120 billion still available as of Monday, May 11. Ms. Woods commented that Coastal Community Bank is continuing to assist both current customers and businesses referred to Coastal by their current financial institution.

Mr. Dye commented that Northwest Sign and Design is producing Plexiglas partitions if any local businesses are in need of them.

Ms. Nugent commented that her business clients have expressed excitement about the announced opening of the Farmers Market.

Ms. Nugent commented that she is aware of several businesses in the process of returning to operation, including multiple dental practices planning to open in the coming weeks. Ms. Nugent also commented that she shares Ms. Tuttle’s concern that residents will expect to be able to go out to eat anywhere when Phase 2 begins, and that frustrated customers will not be understanding of the economic impact to restaurants.

Mr. Watt commented that he has been in contact with restaurateurs located in the downtown area, many of which are sharing the same concerns as expressed by Ms.

Tuttle and Ms. Nugent. Mr. Watt also commented that he continues to work with the Main Street America program and is attempting to secure the highest certification possible for Monroe.

Ms. Drews expressed appreciation to Ms. Nugent for sharing her clients' excitement about the Farmers Market opening. Ms. Drews commented that the Chamber feels fortunate that Farmers Markets have been designated as "essential" and allowed to open with social distancing guidelines, and that eight farms have been added as new vendors to the market for 2020.

Ms. Drews expressed the disappointment of the Chamber's Board of Directors to have to cancel Music in the Park and the Fair Days Parade, but the decisions were made with the interest of community health and Snohomish County's cancellation of the Evergreen State Fair in mind.

Ms. Drews expressed thanks to the City for its publication of the Spring/Summer edition of the Choose Monroe magazine, and offered the assistance of the Chamber in distributing copies. Mr. Watt also offered to assist with distribution to downtown businesses.

Mr. Dye asked Ms. Drews if there was any update on the establishment of a co-op in Monroe. Ms. Drews commented that she continues efforts in this area.

Mr. Palmer commented that as of May 5, new applications for the Paycheck Protection Program will be limited to businesses connected to the nation's food chain. Applications submitted prior to that date will still be reviewed and processed.

Mr. Swanson commented that with the governor's reopening on construction projects, any project that had been contracted and/or started before the issuance of the Stay Home/Stay Healthy order may resume, and the city will provide inspection services of such projects as needed.

ADJOURNMENT

The meeting adjourned at 9:29 a.m.

Deborah Knight, City Administrator

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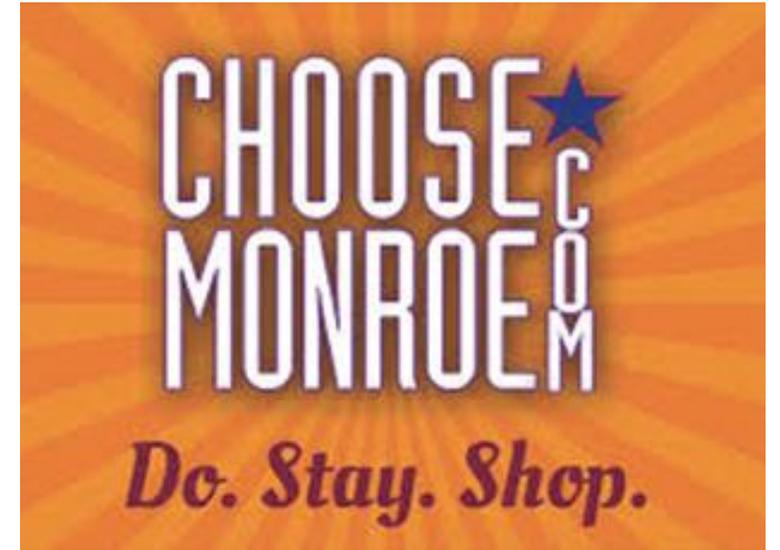
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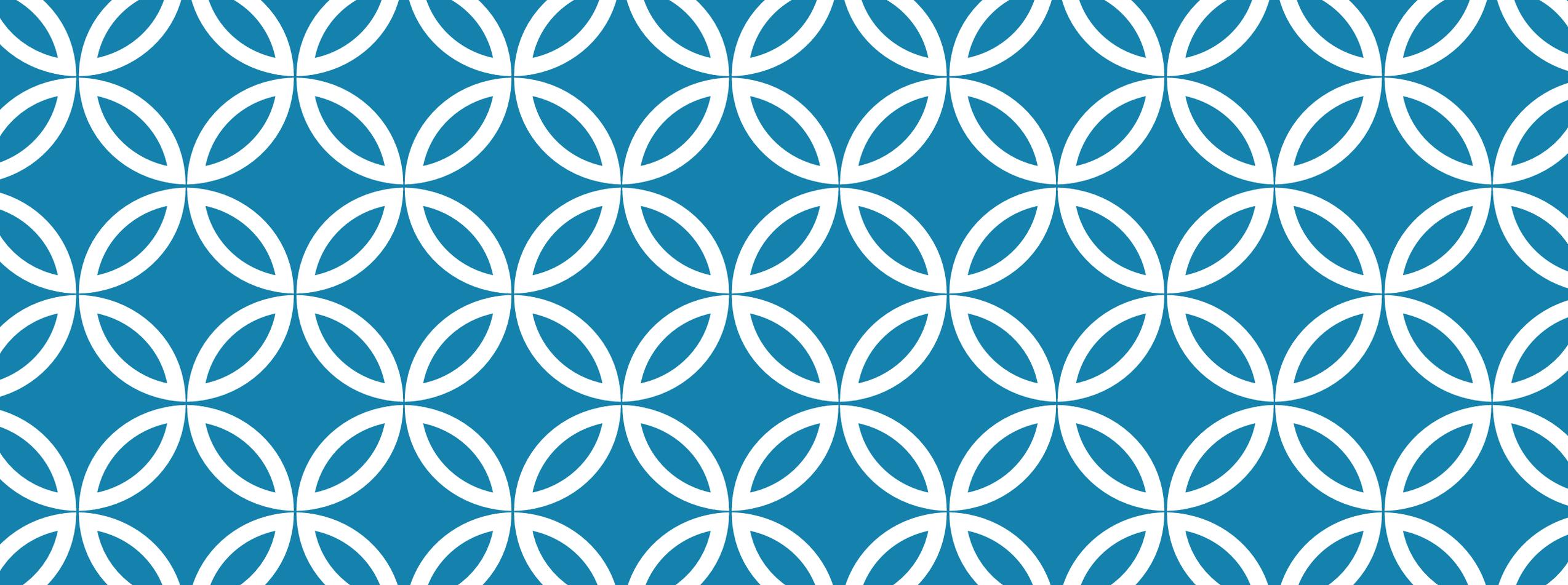
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- Board member comments/Updates

Part 4 – Next Meeting – May 28

- Tangram Design Wayfinding Signage presentation

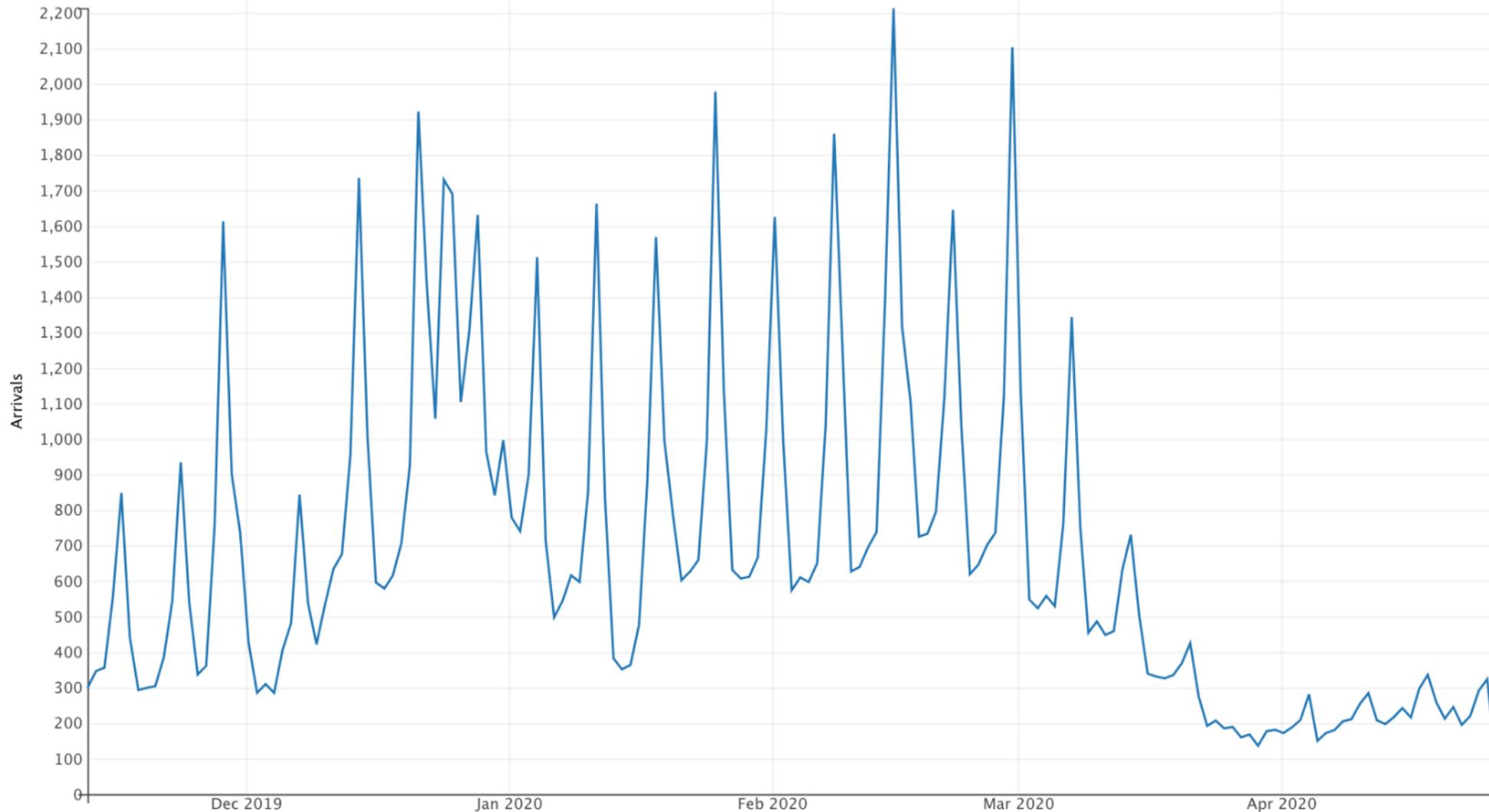




LATEST ARRIVALIST DATA

Economic Development Advisory
Board
May 21, 2020

DAILY ARRIVALS — DECEMBER THRU APRIL



Dates
04/01/2020 - 04/27/2020

Length Of Stay (Days)
1 14

Origin Country
All selected

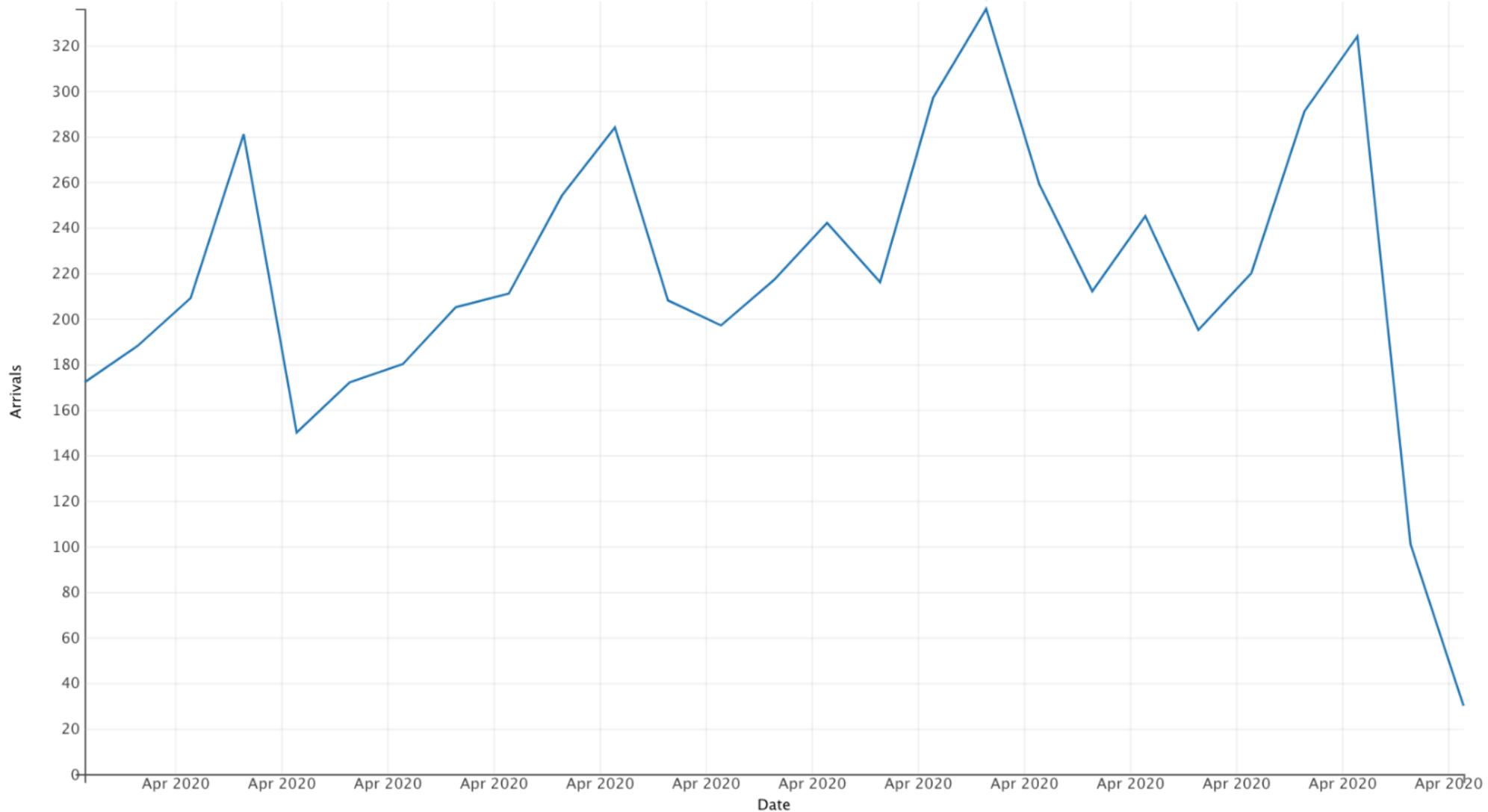
Origin Region
All selected

User Groups
Universe

Group By
None

Arrivals

DAILY ARRIVALS — APRIL 2020



Dates

04/01/2020 - 04/27/2020

Length Of Stay (Days)

1 14

Origin Country

All selected

Origin Region

All selected

User Groups

Universe

Group By

None

Arrivals

VISITATION BY POINT OF INTEREST



Dates

04/01/2020 - 04/27/2020

Granularity

Country & Region ▼

Origin Country

All selected ▼

Origin Region

All selected ▼

User Groups

Universe ▼

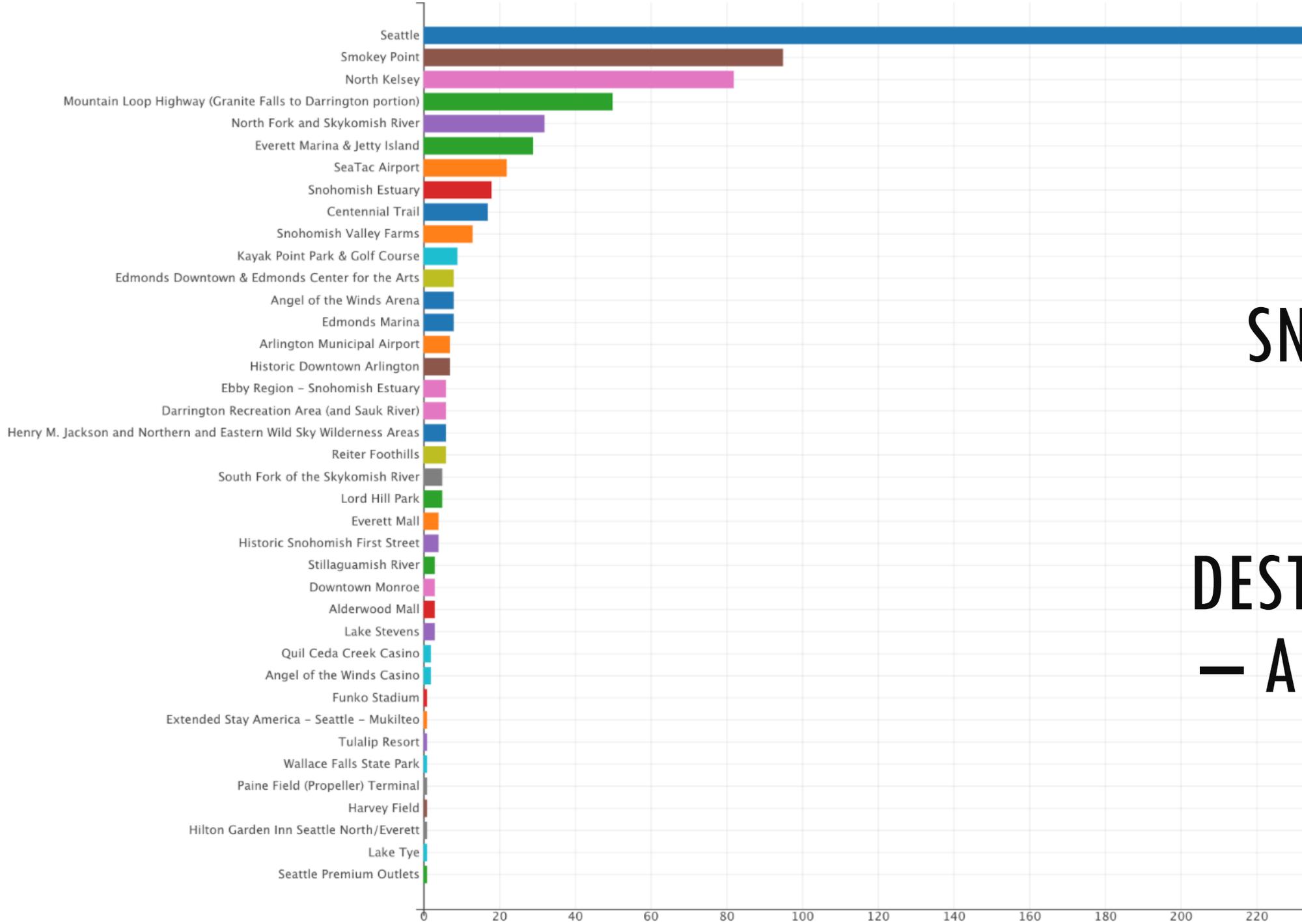
Primary

Destination

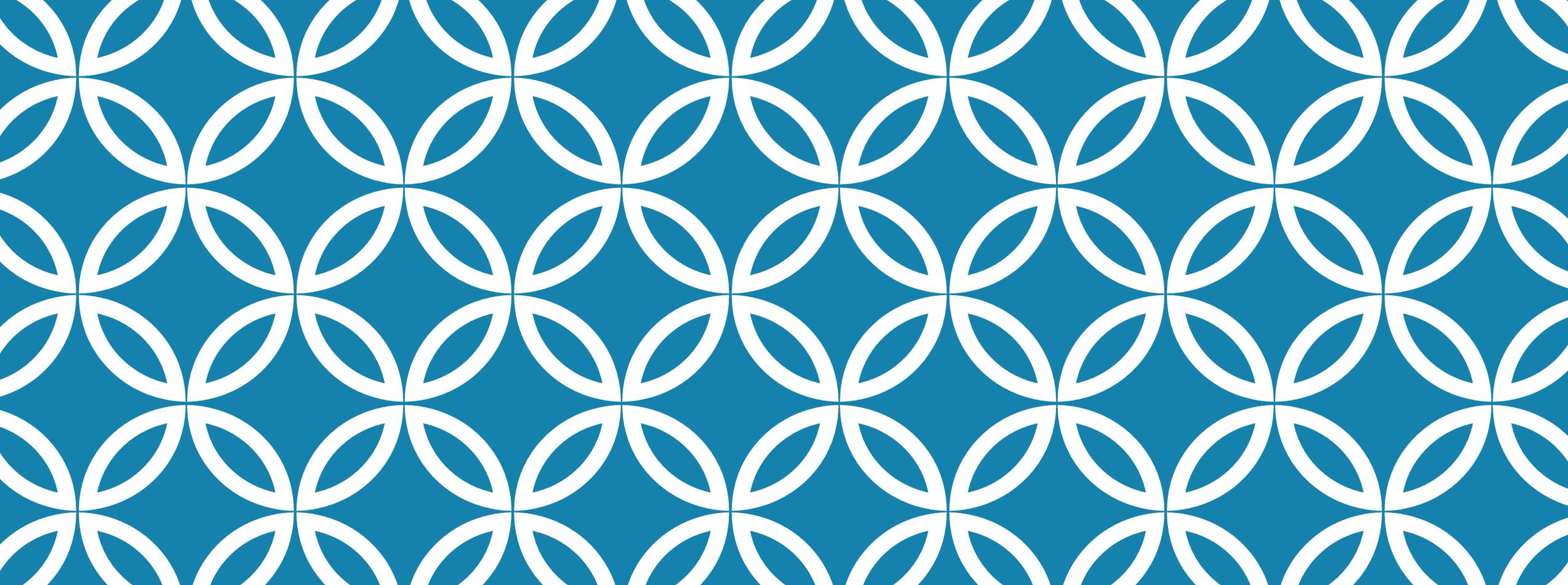
All ▼

POI

Category	Name	Trips	Avg. POI Duration	Avg. Time In Market
Districts	North Kelsey	113	2 hours, 3 minutes	1 day, 2 hours
	Downtown Monroe	3	1 hour, 39 minutes	16 hours, 45 minutes
	(Districts total)	(116)		(2 hours, 2 minutes) (1 day, 2 hours)
Natural Attractions and Parks	Lake Tye	1	1 hour, 17 minutes	1 week, 5 days
	(Natural Attractions and Parks total)	(1)		(1 hour, 17 minutes) (1 week, 5 days)



POPULAR SNOHOMISH COUNTY VISITOR DESTINATIONS — APRIL 2020



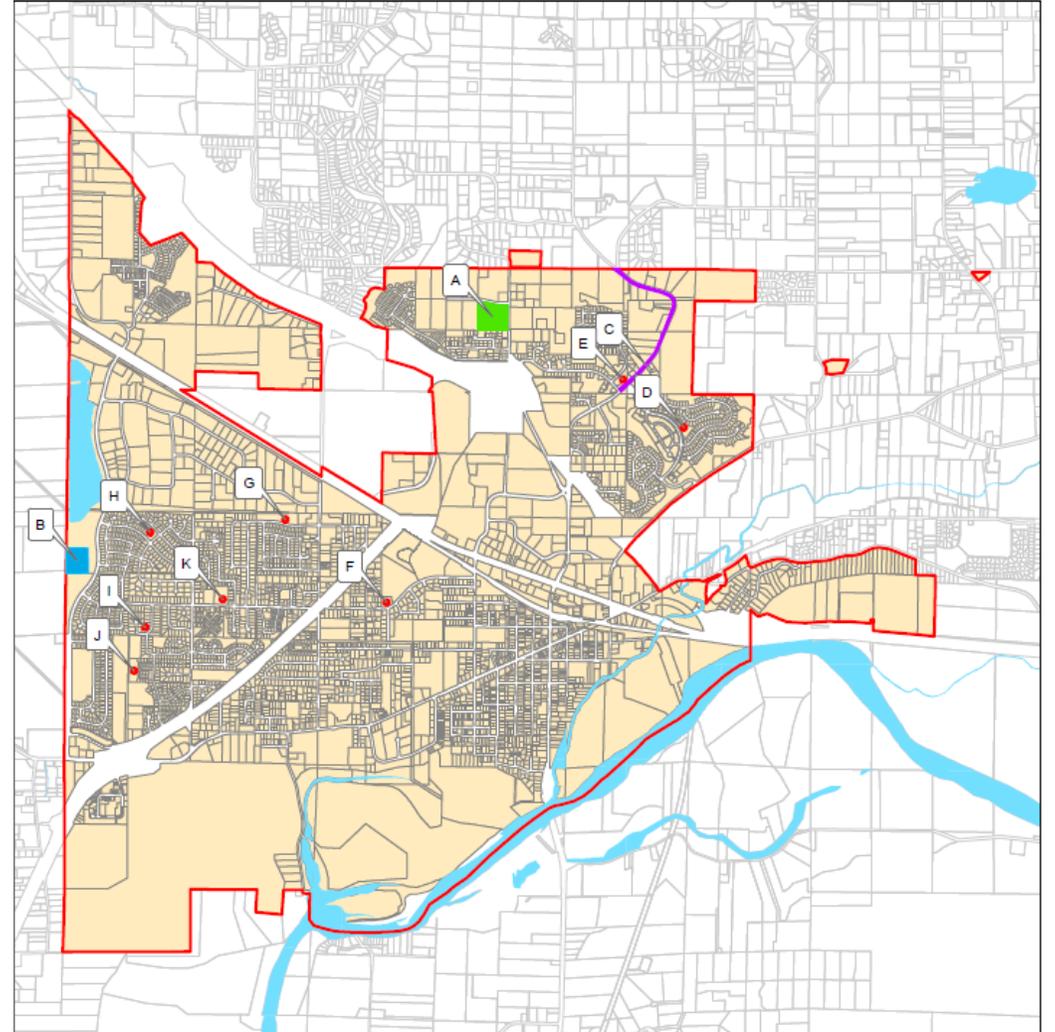
NORTH HILL PARK LAND ACQUISITION - LETTER OF SUPPORT

Economic Development Advisory
Board

May 21, 2020

NORTH HILL PARK LAND ACQUISITION — LETTER OF SUPPORT

- ❑ Planned acquisition of five (5) acres in *North Hill* area
- ❑ Application for grant from Recreation and Conservation Office (RCO) to assist in acquisition cost
- ❑ Development of neighborhood park
- ❑ Major goal and objective of city's 5-Year Strategic Plan
- ❑ Priority project in City's 6-Year Parks Capital Improvement Plan



Your Letterhead

Date

Mayor Geoffrey Thomas
806 West Main Street
Monroe, WA 98272

Subject: Recreation and Conservation Office Grant Application
Project: 20-1288 ACQ. Monroe North Hill Park Site

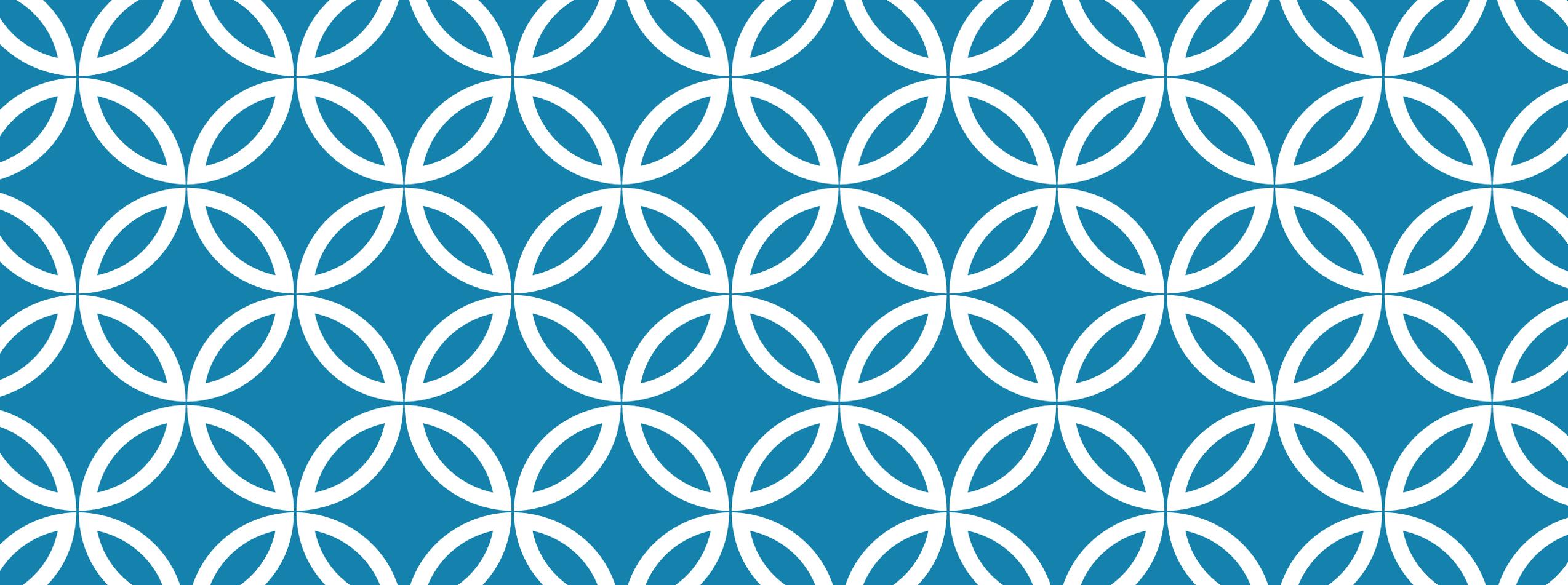
Dear Mayor Thomas,

I want to express our support for the City's efforts to purchase five acres in the North Hill area of Monroe. The property is intended to be developed into a neighborhood park, which is very much needed in this growing residential area. As one of the last large land parcels available, suitable, and accessible in the North Hill area of Monroe, we are excited to see the property developed for public recreation use. Currently, our new residents surrounding the site have to travel by car to reach the closest public recreation area.

Parkland acquisition in Monroe's North Hill area has been identified in several City park planning documents over the years, yet unattainable until now. Currently the property acquisition represents a major goal and objective in the City's current 5-Year Strategic Plan and is a priority project in the City's 2020 Parks 6-year Capital Improvement Plan. For many years comprehensive plans and public surveys have recognized this critical gap in the 'level-of-service' for public recreational access in this area and community members supported the vision for a North Hill neighborhood park.

Thank you for continuing to strive to improve the health and well-being of our community and protect our environment by providing vibrant, accessible, sustainably-designed parks.

Sincerely,



SMALL BUSINESS RELIEF GRANT

Economic Development Advisory
Board

May 21, 2020

SMALL BUSINESS RELIEF GRANT

- ❑ Several local government agencies have implemented or proposed such programs
- ❑ Staff reviewed program details of ten cities, as well as Snohomish and Pierce Counties
 - ❑ Includes Edmonds, Everett and Marysville
- ❑ Staff recommended eligibility criteria:
 - ❑ Businesses of 10 employees or less, including owner
 - ❑ Licensed by and physically located in Monroe
 - ❑ Current on all state license requirements
 - ❑ In business at least one full year
 - ❑ Experienced a loss due to COVID-19
- ❑ Staff recommended scoring criteria:
 - ❑ Total number of employees
 - ❑ Number of years in business
 - ❑ Likelihood of permanent closure
 - ❑ Assigned phase and other funding support received



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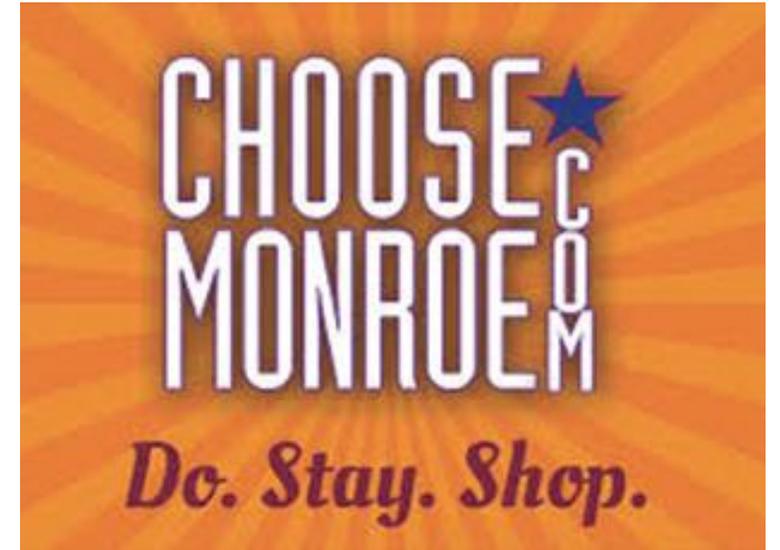
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BOARD MEMBER COMMENTS/UPDATES



Janelle Drews
Sally King

Tourism

Geofencing
Tourism Data
Choose Monroe
LTAC Funding Priorities
Wayfinding/Gateway Signs



Mike Buse
Allen Dye
Katy Woods

Business Recruitment

North Kelsey (Tjerne Place)
Recruitment Strategies
ED Webpage Update
Data
Business Survey
Small Business Development
Workforce Development



Bridgette Tuttle
Meghan Wirsching

Growth & Development

Vision 2050
Zoning
Land Use
Infrastructure
ED Element Comp Plan
Growth Management Act
Airport Zone

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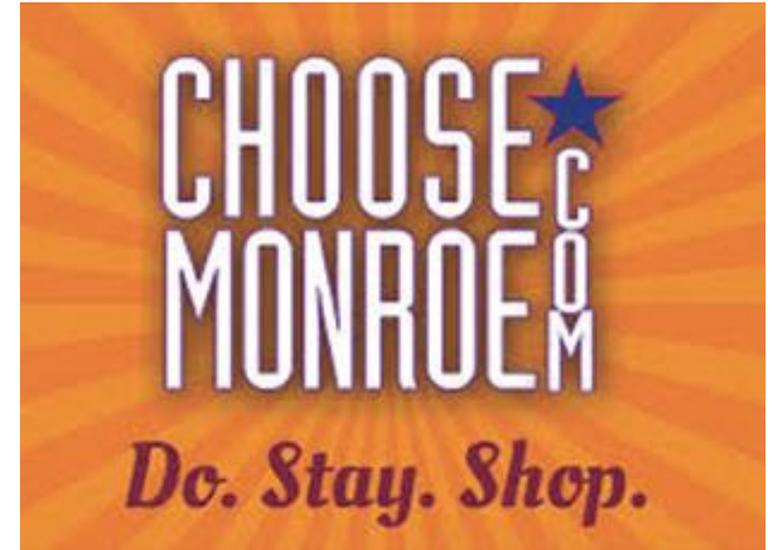
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NEXT MEETING THURSDAY, MAY 21, 2020

8:00AM-9:30AM

Zoom Meeting

