

**WELCOME**

Economic Development Advisory  
Board

May 28, 2020

# AGENDA

## Part I

- Welcome and Call to Order
- Approve Meeting Minutes – May 21, 2020

## Part 2 – New Business

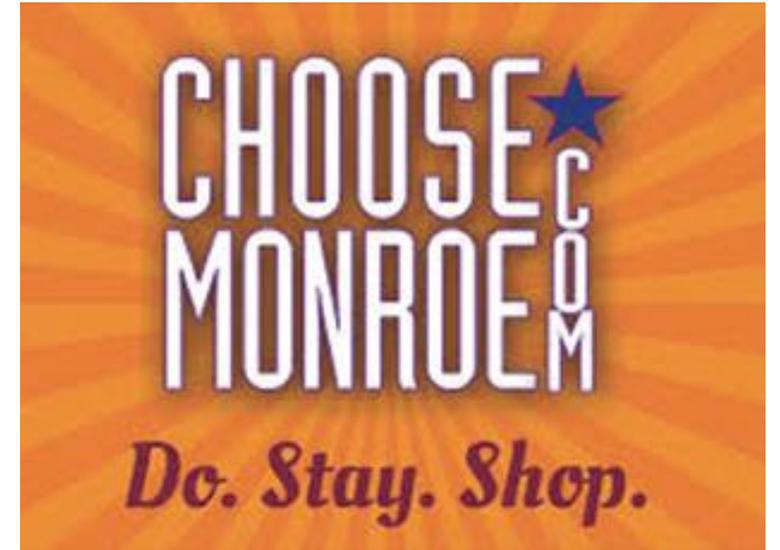
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- Criterial for Moving to Phase II
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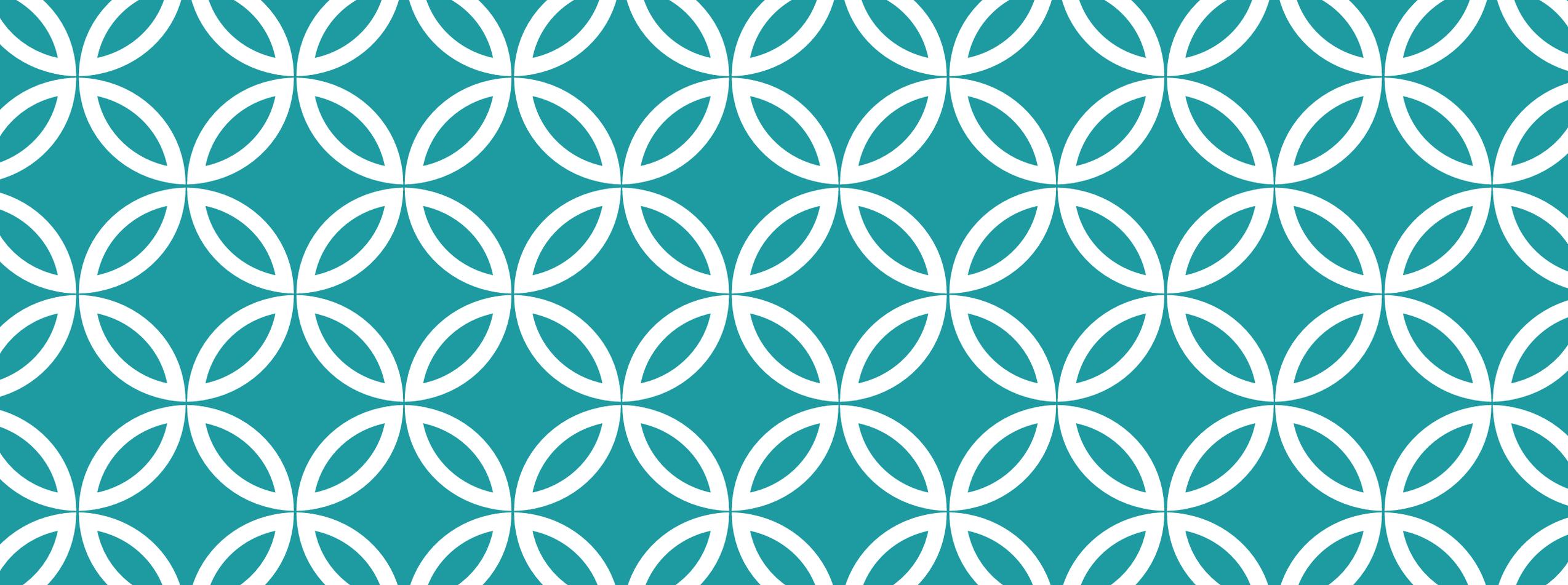
## Part 3

- Board member comments/Updates

## Part 4 – Next Meeting – June 4

- Tangram Design Wayfinding Signage presentation





# APPROVE MEETING MINUTES

May 21, 2020

Economic Development Advisory  
Board

May 28, 2020

**CALL TO ORDER**

The May 21, 2020 Monroe Economic Development Advisory Board Meeting was called to order at 8: 70 a.m.; Zoom Meeting Platform.

**ROLL CALL**

Members present: Allan Dye, Sally King, Liz Nugent, Bridgette Tuttle, Katy Woods; and ex-officio member Jim Watt

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

**APPROVAL OF THE MINUTES**

Mr. Palmer commented that he had a correction to the May 14 minutes: In the “Board Member Comments/Updates section”, his statement regarding limitations of grants to companies involved in the supply chain should reflect the Economic Injury Disaster Loan (EIDL) program, not the Paycheck Protection Program. Board member Bridgette Tuttle made a motion to approve the minutes of the May 14, 2020 meeting as amended. The motion was seconded by Board member Katy Woods. Motion carried 5-0.

**NEW BUSINESS**

A. New Arrivalist Data

Ms. Darrow presented the latest Arrivalist visitor data as secured through the City’s partnership with Snohomish County.

As a refresher for all attendees, Ms. Darrow provided the definition of a visitor as defined by Arrivalist, which is a person traveling from 25 miles or more, who remains within Snohomish County for at least two consecutive hours, and does not travel to Snohomish County more than approximately eight times per month. By this definition, infrequent commuters may be counted as visitors.

Ms. Darrow commented that while overall visitation is down, visitation specifically to lakes and mountainous areas has skyrocketed; likely directly correlated to this data is the news that the state has sold more fishing licenses in 2020 to date than were sold in all of calendar year 2019.

Mr. Palmer commented that he is not surprised to see the high visitation to the North Kelsey area because, as a retail hub, this is an area where visitors would stock up before hunkering down for an extended period.

Ms. Knight commented that as the Arrivalist data identifies areas that visitors are congregate, the city should investigate opportunities to place Choose Monroe magazine and other promotional materials. Ms. Tuttle commented that the placement of kiosks at high visitor traffic areas was a good idea, and suggested publishing a map as an

opportunity to highlight local stores, restaurants and businesses that would be of interest to visitors.

Discussion ensued on content ideas for next Choose Monroe publication. Ms. Knight commented that city staff has discussed the possibility of highlighting activities that can be done in a socially distanced world, such as a spotlight of Valley murals and winter biking or hiking activities. Other topics discussed included fall and winter camping, both tent and RV; Ms. Johns commented that she had recently seen a Wall Street Journal article regarding a marked increase in the rental and purchase of recreational vehicles for travel.

#### B. North Hill Park Land Acquisition

Ms. Johns presented a request from the City Parks Department for a letter from the Economic Development Advisory Board supporting an RCO grant application. If approved, grant funds would be used by the city to support the acquisition of a five acre parcel in the North Hill area for development of a new neighborhood park.

The parcel planned for purchase is at 191<sup>st</sup> Avenue SE and 134<sup>th</sup> Street SE. The proposed park is part of the City's 5-Year Strategic and 6-Year Parks Capital Improvement plans; the city has a purchase agreement for the targeted five acres, and a right of first refusal on the adjoining 3.2 acres.

Ms. Tuttle commented that the City Planning Commission has already approved and signed a letter supporting the grant application.

Board member Bridgette Tuttle made a motion to approve the EDAB issuing a letter of support and for Ms. Knight to sign the letter on behalf of the advisory board. The motion was seconded by Board member Katy Woods. Motion carried 5-0.

#### C. Small Business Relief Grant

Mr. Huebner detailed the local small business and/or non-profit relief grant programs enacted throughout the state. Cities are enacted such programs using either Community Development Block Grant, CARES Act or General Fund revenues.

Mr. Huebner commented that the cities of Edmonds, Everett and Marysville have established local relief grant programs.

Ms. Knight commented that Mayor Geoffrey Thomas is interested in the City of Monroe establishing a similar program, and has asked staff and the EDAB membership to provide a recommended structure.

Mr. Huebner detailed the staff recommended criteria, which is similar to those used in other cities. Ms. Knight suggested that a subcommittee of EDAB members meet with Mr. Huebner and Mr. Palmer to draft a recommended set of criteria to be delivered to the full EDAB membership for review.

Ms. King, Ms. Nugent and Ms. Tuttle offered to assist Mr. Huebner and Mr. Palmer.

Mr. Palmer commented that he would like to see criteria that will substantially benefit businesses that were shut out of federal and state programs previously.

**BOARD MEMBER COMMENTS/UPDATES**

Ms. Woods commented that there is still approximately \$100 billion available in the Paycheck Protection Program, and that Coastal Community Bank is still receiving and processing applications.

Ms. Nugent commented that a local business that had reopened to foot traffic appears to have re-closed to foot traffic.

Ms. Knight commented that the city will file complaints on the governor's website for businesses reported to and verified by the city to be in operation against the Stay Home/Stay Healthy Order.

Mr. Palmer commented that he had been contacted by a local reporter seeking information regarding local stimulus programs, and that he will provide an update.

Mr. Palmer commented that he hasn't heard a call for another town hall meeting yet, but he would be happy to schedule one if there is a topic that needs to be covered. Potential topics for such a town hall were discussed, including "how to do curbside retail", including marking designated parking.

Ms. Knight asked if Mr. Watt would be willing to assist Mr. Palmer is communicating downtown businesses regarding the issue of parking for curbside retail, which Mr. Watt agreed to assist.

**ADJOURNMENT**

The meeting adjourned at 9:29 a.m.

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Deborah Knight, City Administrator

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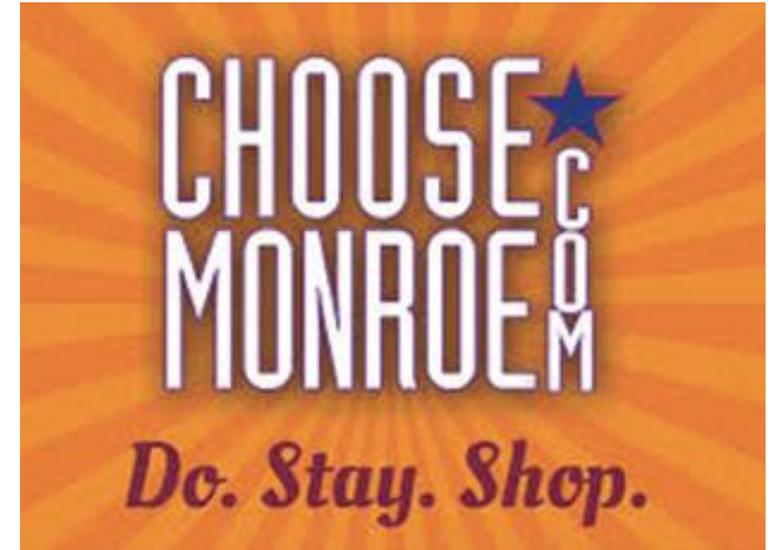
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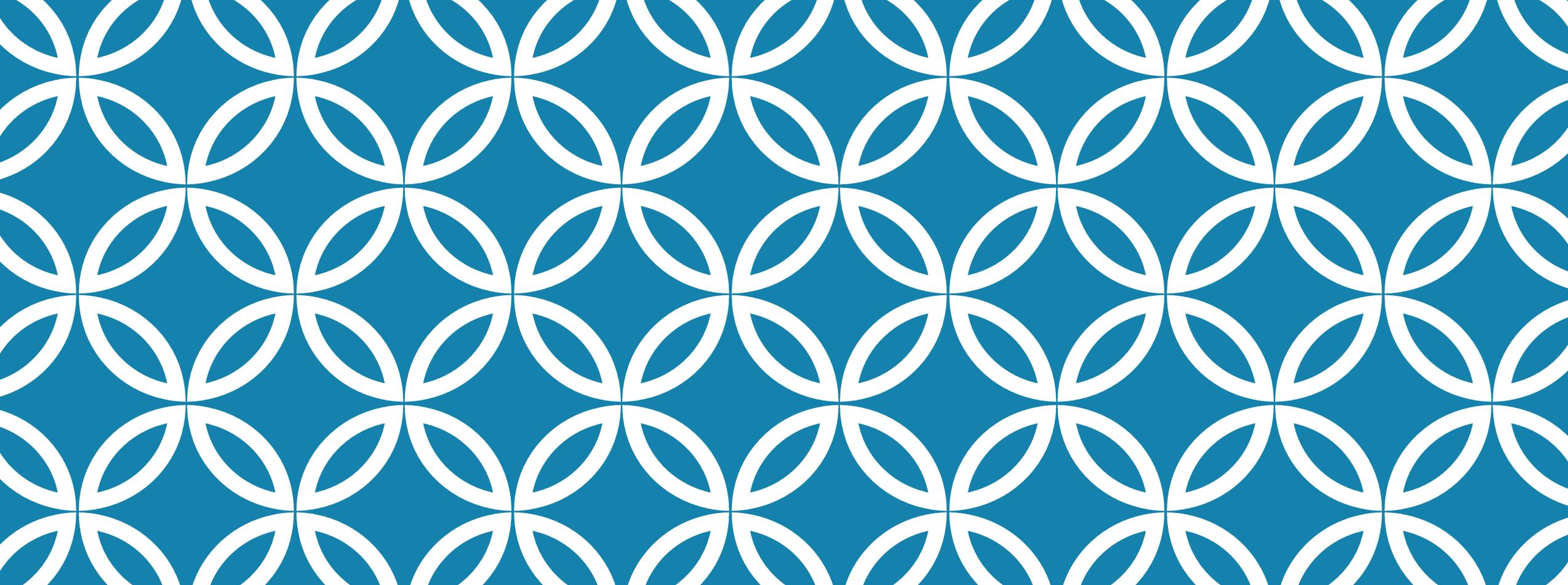
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# SMALL BUSINESS RELIEF GRANT — RECOMMENDED CRITERIA

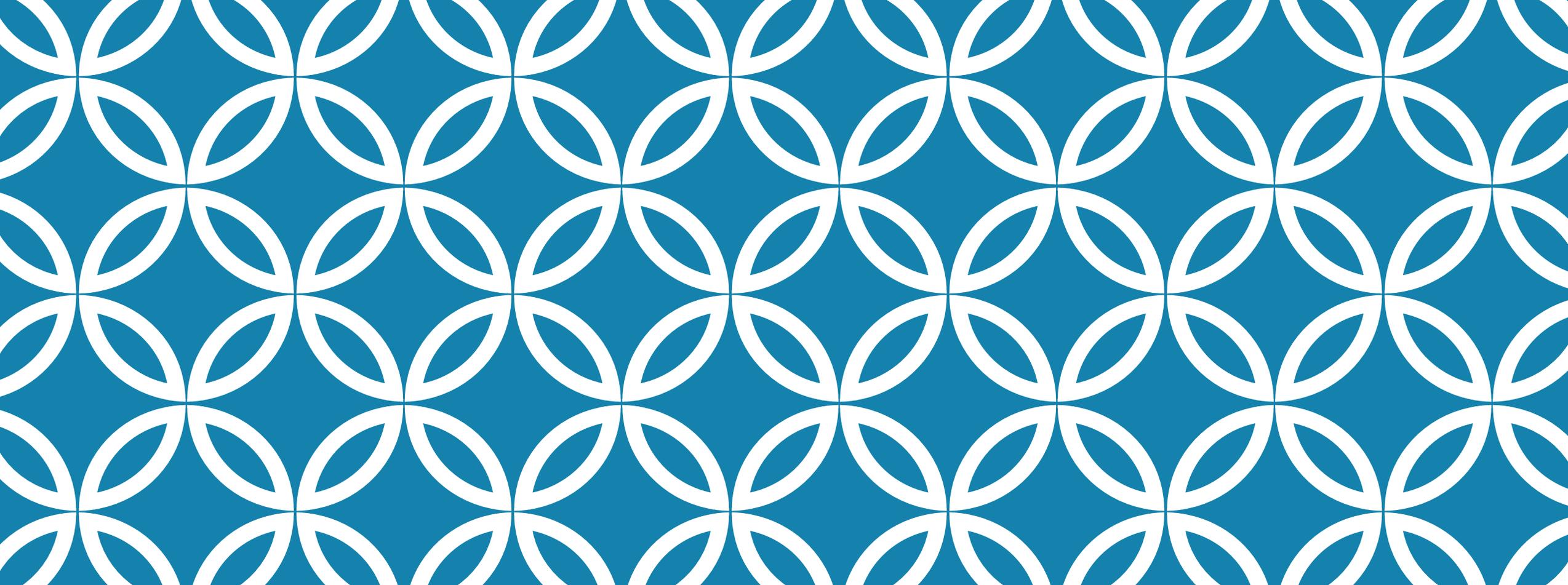
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# SMALL BUSINESS RELIEF GRANT

- Virtual meeting held May 28, 2020
  - Bridgette Tuttle
  - Liz Nugent
  - Sally King
  - James Palmer
  - Rich Huebner
- Reviewed staff recommendations from May 21 meeting.
- Reviewed Snohomish County Small Business Relief, Recovery and Resiliency (R3) Grant [application](#).
  - Recommend using this form as a framework for a City of Monroe grant program application.
- Recommended staffing levels be determined by total monthly hours of employee compensation.
- Recommended using categories determined by City during Working Washington grant review.





# CRITERIA FOR MOVING TO PHASE II

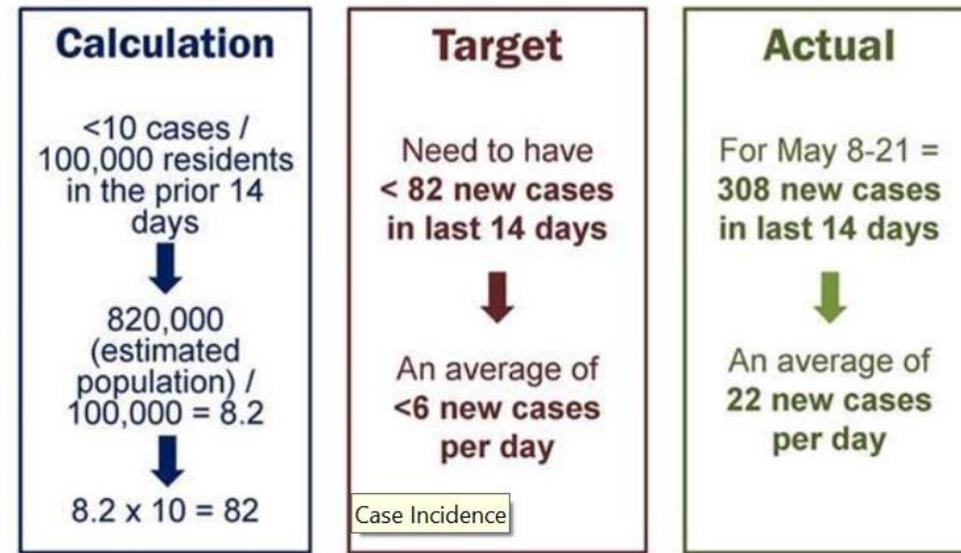
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# CRITERIA FOR MOVING TO PHASE II

- On Friday, May 22, Snohomish County Executive Dave Somers and Health Officer Dr. Chris Spitters provided an update on where Snohomish County stands in regards to a Phase II variance.
- Dr. Spitters shared the calculations at right.
  - Dr. Spitters does not expect Snohomish County to reach the level of less than six new cases per day by June 1.
- On Tuesday, May 22, the Snohomish Health District provided an updated report on new cases per day.

## Incidence of New Cases in Snohomish County



# CRITERIA FOR MOVING TO PHASE II

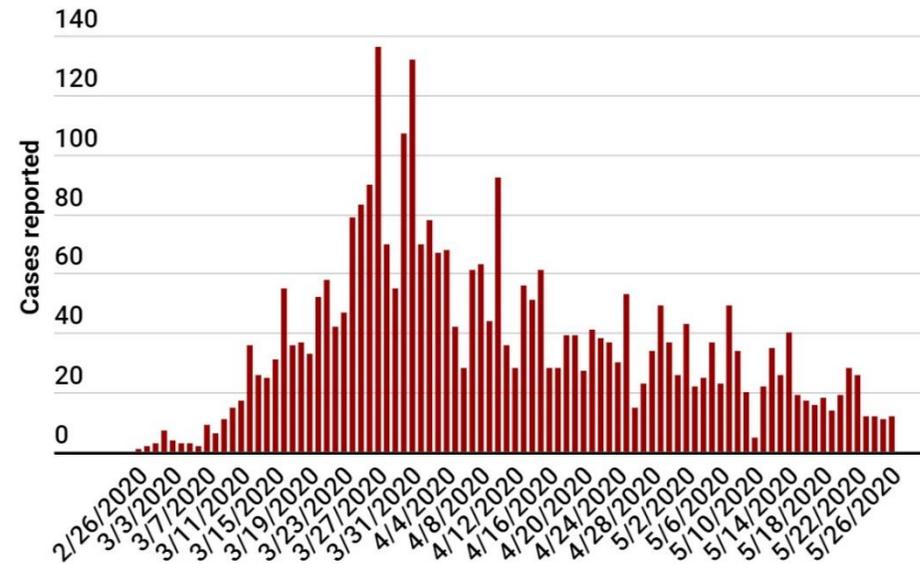
## SNOHOMISH COUNTY COVID-19 CASE RATE PER 100,000 FOR 2-WEEK ROLLING PERIODS (MARCH 1 - MAY 23, 2020)

Snohomish Health District releases new graph that shows the county case rate per 100,000 people. This chart will help visually track our performance on the new metric.

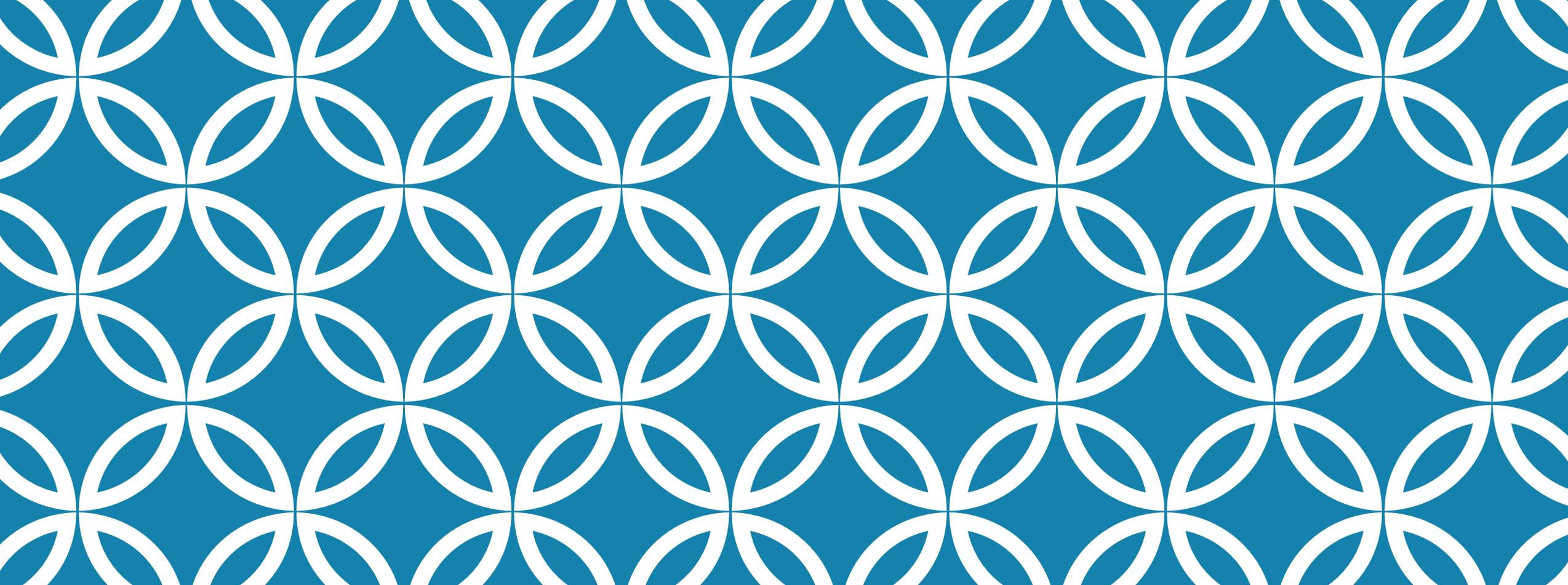


## Snohomish County new cases

New reports of COVID-19 infections by day.



SOURCE: Snohomish Health District



# **PENALTIES FOR BUSINESSES OPERATING IN VIOLATION OF ORDER**

Economic Development Advisory  
Board

May 28, 2020

# PENALTIES FOR BUSINESSES OPERATING IN VIOLATION OF ORDER

- ❑ On Tuesday, May 26, the Department of Labor and Industries released emergency rules.
- ❑ L&I and the state's Emergency Response Center will receive and respond to complaints.
  - ❑ Businesses found in violation of Order will be informed and directed to close or adjust operations immediately.
  - ❑ Continued non-compliance may result in a workplace safety citation, which carries a fine of up to \$10,000.
- ❑ L&I will conduct in-person spot checks to ensure businesses are complying with Safe Start requirements.



Washington State Department of  
**Labor & Industries**

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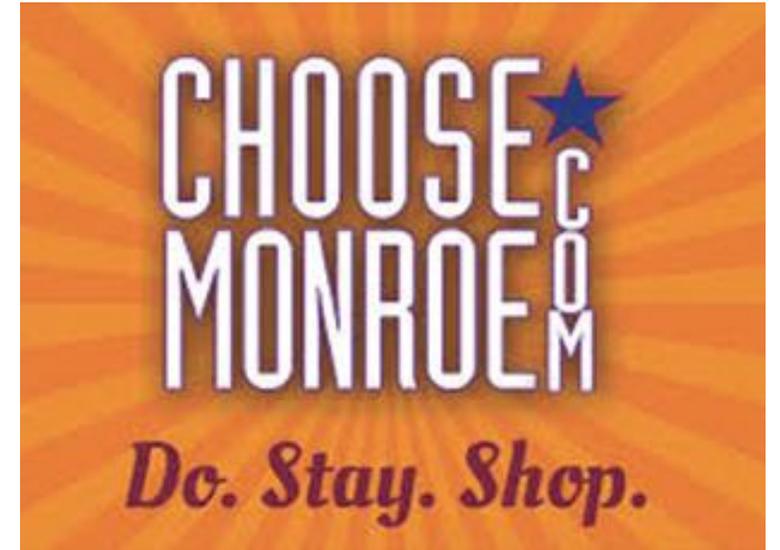
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# BOARD MEMBER COMMENTS/UPDATES



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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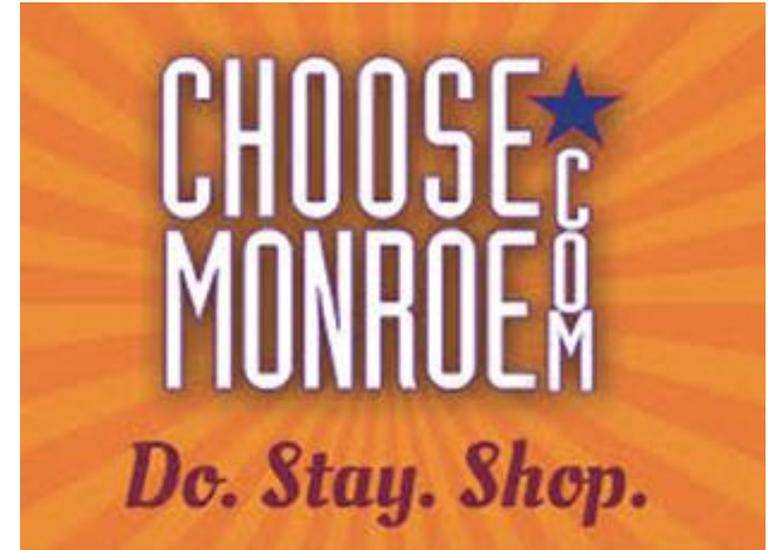
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# NEXT MEETING THURSDAY, JUNE 4, 2020

8:00AM-9:30AM

Zoom Meeting

