



WELCOME

Economic Development Advisory
Board

June 25, 2020

AGENDA

Part 1

- Welcome and Call to Order
- Approve Meeting Minutes – June 11, 2020

Part 2 – New Business

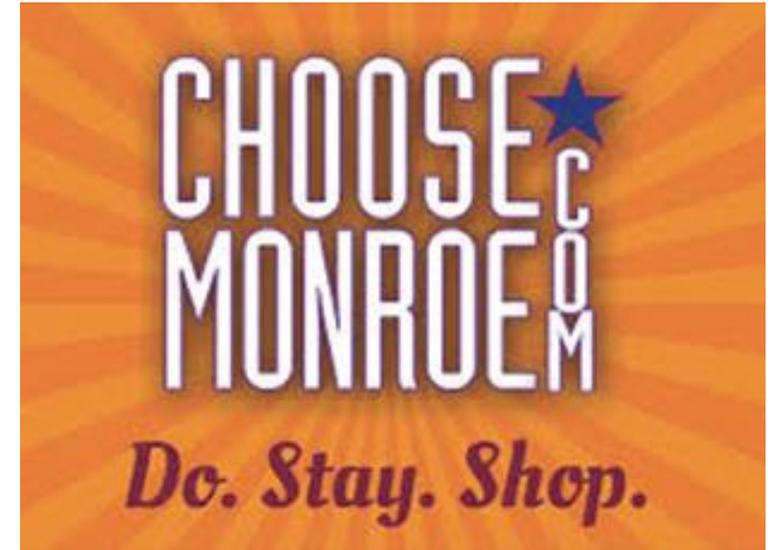
- Gateway Signage: Updated Concepts
- EDAB Work Plan: Review 2020 / Prelim 2021

Part 3

- Board member comments/Updates

Part 4 – Next Meeting – July 9

- SnoPUD Presentation: Future Projects in Monroe
- 2020 Budget Review / 2021 Budget Preview
- Business Survey Questions





APPROVE MEETING MINUTES

June 11, 2020

Economic Development Advisory
Board

June 25, 2020

CALL TO ORDER

The June 11, 2020 Monroe Economic Development Advisory Board Meeting was called to order at 8:05 a.m.; Zoom Meeting Platform.

ROLL CALL

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

Staff present: Mayor Geoffrey Thomas, Deborah Knight, James Palmer, Rich Huebner, and Ben Swanson

APPROVAL OF THE MINUTES

Board member Bridgette Tuttle made a motion to approve the minutes of the June 4, 2020 meeting. The motion was seconded by Board member Sally King. Motion carried 5-0.

NEW BUSINESS

A. Small Business Relief Grant – Draft Application

Mr. Huebner presented a draft of the Small Business Relief Grant application, which was prepared utilizing feedback from the May 22 committee meeting.

Board members reviewed the draft and provided general comments and suggestions, which included:

- Listing the total amount available (\$60,000) in an introductory section.
- On page 5:
 - Add statement that the question of business ownership is for statistical and demographic purposes only.
 - In employee compensation hours section, add a Yes/No question of if the applicant business is a sole proprietorship.
- On the last page, revise the question regarding other funding assistance to ask if the applicant business **applied** for such funding.
- Include a fill-in-the-blank question of the dollar amount of the applicant business is requesting.

Discussion occurred around whether to include the questions regarding total employee compensation hours in January and May. Consensus was to include the questions as informational only.

Mr. Huebner commented that he will take the feedback provided, prepare an updated draft, and send it to board members for further review. Ms. Knight suggested that board members attempt to complete the form themselves and/or send it to a trusted colleague to test the ease of completing the form.

B. Personal Protective Equipment (PPE) Business Grant?

Mr. Huebner introduced the City of Sultan's CARES Act Business Assistance program. In this program, local businesses apply for grant assistance from the city in the form of specific Personal Protective Equipment (PPE). In its application, the requesting business selects the form(s) of PPE it is in need of.

Discussion ensued on whether the City of Monroe should consider a similar program. Consensus was to allow PPE to be an allowable expense for the Small Business Relief Grant, and provide applicant businesses the opportunity to describe its needs in its application, but not to dedicate funds to a specific PPE grant.

C. Phase 2 Updates

Mr. Palmer commented that as Snohomish County transitions to Phase 2 and PPE equipment will become mandatory for employers to provide to employees, businesses may consider joining together in resource pooling and sharing materials. Consensus was that such a program would be worth pursuing.

BOARD MEMBER COMMENTS/UPDATES

Ms. Tuttle commented that many businesses, primarily in food service, have chosen not to reopen in Phase 2 due to the guidelines and requirements of the phase; for example, masks were not required of employees in Phase 1, but are now required in Phase 2.

Ms. Tuttle commented that she hopes Phase 3 is less restrictive.

Ms. Nugent commented that the businesses she has interacted with thus far have been very strict in enforcing the Phase 2 guidelines, and she has begun seeing "No Mask, No Service" signs on Main Street.

Ms. King commented that she has a friend who works at Harborview Medical Center, and they are wearing blue paper-material masks. Ms. King commented that she visited a restaurant in Monroe the previous evening and their employees were wearing cloth masks.

Mr. Dye commented that he agreed with Ms. Tuttle comment regarding the inconsistency of PPE guidelines; for example, Mrs. Dye owns a nail salon and must wear a mask, but not gloves. Mr. Dye commented that he still has paper masks available if any board members are in need for their business, or knows of a business owner who is in need.

Mr. Watt commented that he has been getting out into downtown as much as possible recently, and has noted a strong response to "No Mask, No Service."

Mr. Palmer commented that while everyone is looking forward to Phase 3, it is important to remember that the progression of phases is not automatically progressive, but based on data, and that if guidelines aren't followed and a spike in new cases is recorded, Snohomish County could be moved back to Phase 1.

Mr. Swanson commented that all construction projects, including new construction, is now open and that the city will perform inspections on all construction projects. Mr. Swanson commented further that the Washington State Department of Labor & Industries performs electrical inspections, and he is unaware of the department's current capacity.

Ms. Knight commented that Mr. Palmer will be providing an Economic Development update to the City at its meeting on Tuesday, June 16 at 7:00 p.m. Ms. Knight commented that Mr. Palmer's update will focus on recovery and moving forward, and will include a review of the Annual Report.

ADJOURNMENT

The meeting adjourned at 9:29 a.m.

Deborah Knight, City Administrator

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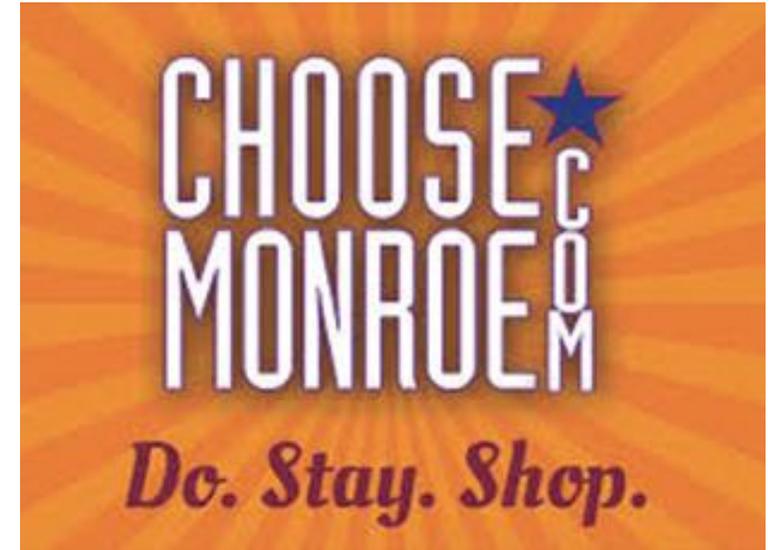
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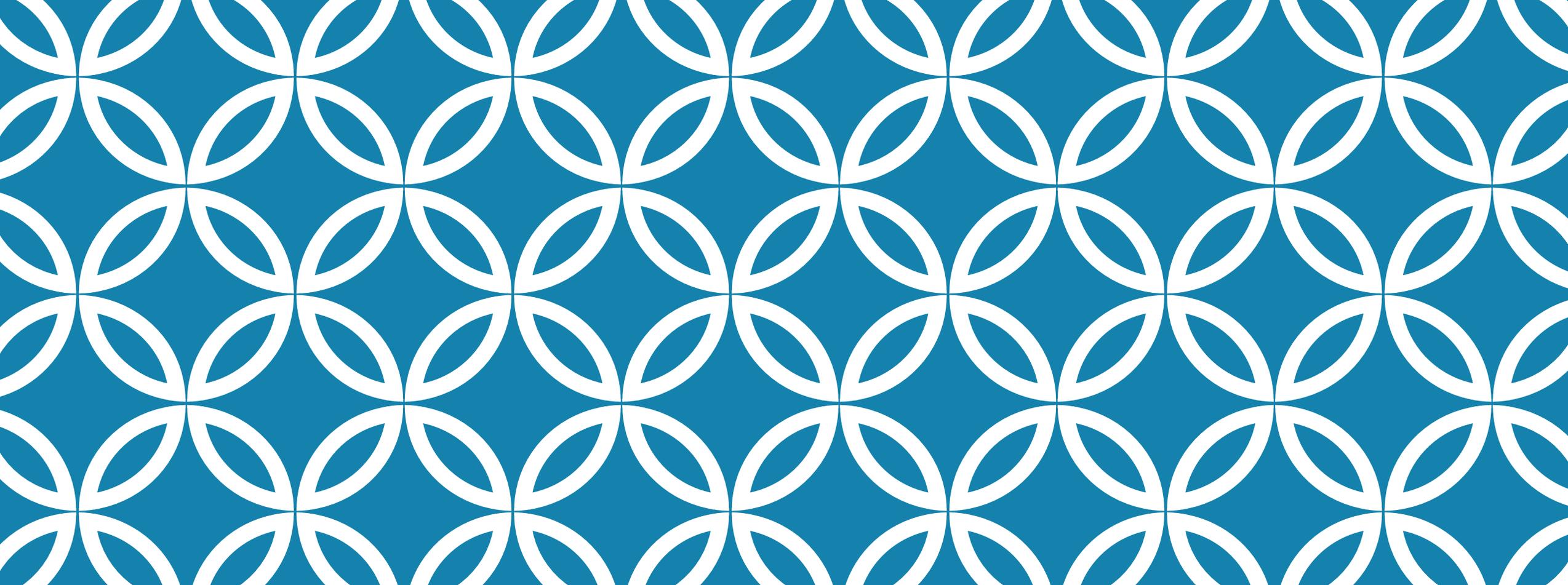
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GATEWAY SIGNAGE: UPDATED CONCEPTS

Economic Development Advisory
Board

June 25, 2020

WESTERN GATEWAY

Western Gateway - Roundabout located at intersection of Main St. and 522 Exit Ramp



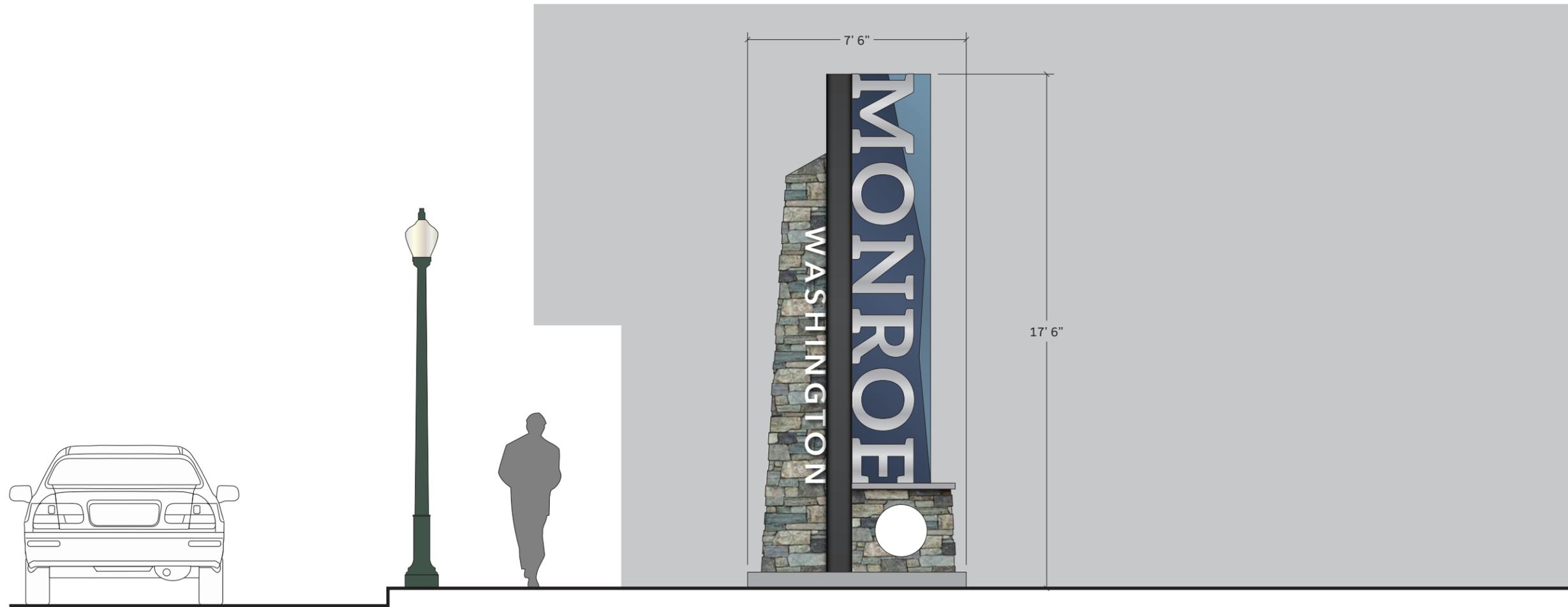




The logo features a dark blue, wavy horizontal band across the center. Below this band, there are two overlapping shapes: a large purple shape on the left and a blue shape on the right that tapers to a point. The text 'EASTERN GATEWAY' is centered within the dark blue band.

EASTERN GATEWAY

Eastern Gateway - Located east of Smoke Shop near the intersection of Main St. and Railroad Ave.







The logo features the text "SOUTHERN GATEWAY" in white, bold, uppercase letters, centered within a dark blue, wavy horizontal band. Below this band, there are two overlapping abstract shapes: a larger, dark purple shape on the left and a smaller, bright blue shape on the right, both pointing towards the right. The background is white.

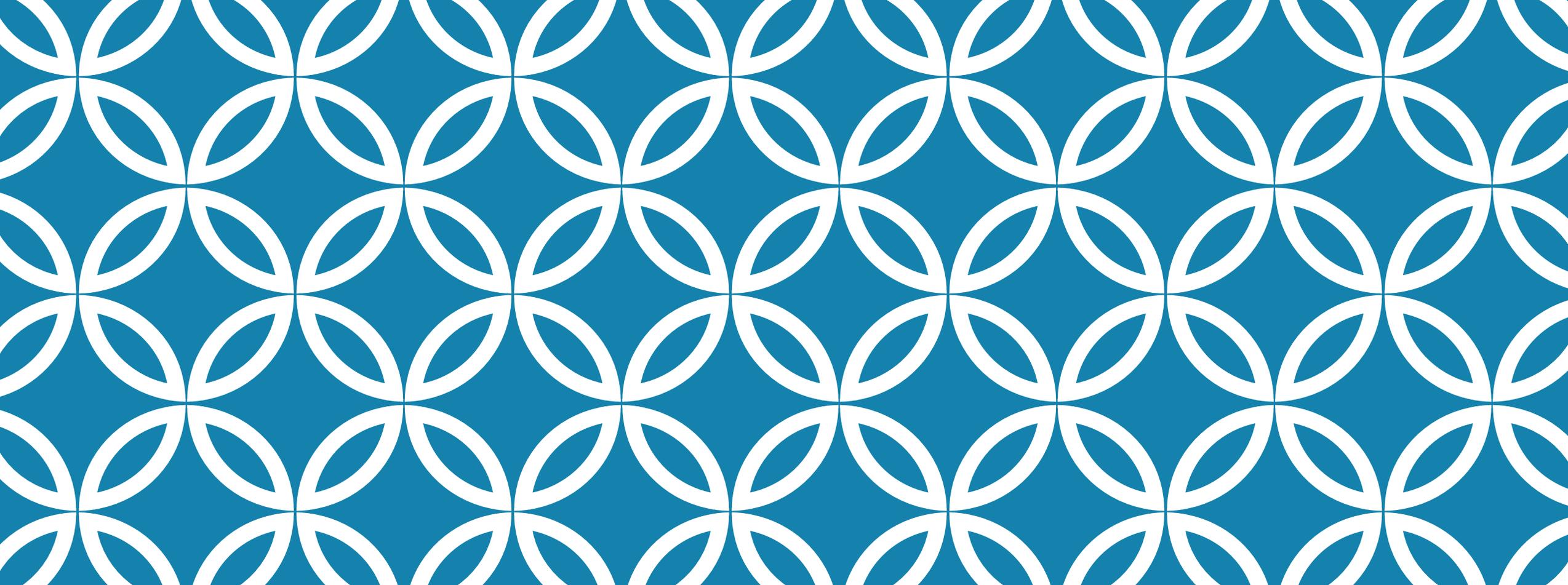
SOUTHERN GATEWAY

Southern Gateway - Located along Lewis St. near the Lewis St. Boat Launch Entrance









EDAB WORK PLAN: REVIEW 2020 / PRELIM 2021

Economic Development Advisory
Board

June 25, 2020

Project	Proj Type	Description	Start	Finish
Update six-year plan		Finalize 6-year plan. Make recommendations to Mayor and Council	Sept 2019	Jan 2020
Gateway/Wayfinding	Gateway	Work with consultant to develop alternatives and make recommendations	Sept2019	April 2020
Annual Report	BRRE	Recommend content and layout. Approve and distribute	Jan 2020	March 2020
Vision 2050 (Imagine Monroe)		Participate in focus group discussions to adopt city-wide vision, mission and core values statements	March 2020	Sept 2020
Update downtown fee waiver brochure	BRRE	Review brochure. Discuss other collateral material. Recommend changes.	April 2020	June 2020
Economic development website	BRRE	Implement Committee recommendations	April 2020	June 2020
Participate in Park and Recreation Open Space Plan	Parks/ Planning	Sidewalks and trail connections, downtown festival lot	May 2020	Nov 2020
Encourage a variety of housing types in Monroe	Housing	Participate in housing policy discussion	June 2020	Nov 2020
Business survey	BRRE	Review business survey questions. Support distribution	Sept 2020	Dec 2020

EDAB 2020 FIRST QUARTER WORK PLAN

Description	Task	Start	Finish
Update 6-Year Plan	Finalize Plan Recommendation to Mayor	Sept 12	Jan 9
Business Survey	Finalize Survey Results Post and Distribute	Nov 1	Feb 29
Annual Report	Approve Table of Contents and format	Dec 1	March 30
Gateway/Wayfinding	Monitor progress Provide feedback on alt. Recommend final design	Sept 26	April 30
Website Update	Review first draft Recommend Launch	Oct 24	June 30

Six Year Economic Development Strategic Plan 2019-2024

Business Recruitment and Retention

6-Year Budget

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
2	Recruit additional retail and dining establishments to locate downtown	\$ 30,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$5,000	\$ 5,000
2	Encourage and promote the development or enhancement of retail areas to achieve a vibrant shopping, dining, and entertaining experience in the downtown corridor	\$ 90,000	\$90,000					
3	Identify and develop “quick wins”: 1) Monthly award for the best storefront; 2) Storefront sign grant; 3) Holiday painting; 4) Organize downtown clean up events; 5) Add trash cans; 6) Advocate for better lighting; 7) Advocate for more consistent sidewalk and curb cleaning	\$ 150,000	\$25,000	\$25,000	\$ 25,000	\$ 25,000	\$25,000	\$ 25,000
3	Retain a business recruitment, retention and expansion specialist	\$ 300,000	\$50,000	\$50,000	\$ 50,000	\$ 50,000	\$50,000	\$50,000
3	Focus on improving downtown’s design, physical condition and cleanliness.	\$ -						
Subtotal Business Recruitment and Retention		\$570,000	\$170,000	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000

Six Year Economic Development Strategic Plan 2019-2024

Gateways

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Ensure gateway and directional signs have a consistent look and feel	\$ 75,000			\$ 75,000			
2	Install gateway feature at US2 and Main. Underground utilities	\$ 350,000				\$ 50,000	\$ 150,000	\$ 150,000
	Subtotal Gateways	\$425,000	\$ -	\$ -	\$ 75,000	\$50,000	\$150,000	\$150,000

Housing

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Encourage a variety of housing options near downtown at varying price points	\$ 135,000	\$ 45,000	\$ -	\$ 45,000	\$ 45,000	\$0	\$0
	Subtotal Housing	\$ 135,000	\$ 45,000	\$ -	\$ 45,000	\$ 45,000	\$ -	\$ -

Six Year Economic Development Strategic Plan 2019-2024

Parking

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
	Subtotal Parking	\$0			\$0	\$0	\$0	\$0

Parks and Planning

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Build a public plaza (festival lot) for special events and gathering space. Cost est includes site acquisition, design and construction	\$ 2,750,000			\$ 500,000	\$ 250,000	\$ 1,000,000	\$ 1,000,000
	Subtotal Parks and Planning	\$ 2,750,000	\$ -	\$ -	\$ 500,000	\$ 250,000	\$ 1,000,000	\$ 1,000,000

Six Year Economic Development Strategic Plan 2019-2024

Sidewalks and Trails

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Build sidewalks and bike paths to connect parks, plazas, parking lots and neighborhoods. Cost est includes prioritizing projects and \$100k annual funding to implement.	\$ 1,100,000			\$ 200,000	\$ 300,000	\$ 300,000	\$ 300,000
2	Connect local and regional trail systems	\$ 1,800,000			\$ 500,000	\$ 50,000	\$ 250,000	\$ 1,000,000
	Subtotal Sidewalks and Trails	\$ 2,900,000	\$ -	\$ -	\$ 700,000	\$ 350,000	\$ 550,000	\$ 1,300,000

Six Year Economic Development Strategic Plan 2019-2024

Tourism Promotion and Marketing

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
2	Develop a visitor information website	\$ 10,000		\$ 10,000				
3	Partner with chamber and DMA to update visitor information kiosks	\$ 25,000	\$ 25,000					
3	Invest in “curb appeal” – install commercial quality hanging baskets, banners and street furniture. Encourage seasonal window displays.	\$ 60,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
3	Work with business to support and reinforce the brand. Create window displays that reflect Monroe’s “adventure” brand	\$ 10,000			\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
3	Feature (promote) downtown's charming historic character, pleasant street environment, and eclectic mix of locally owned restaurants and shops	\$ 60,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Subtotal Tourism Promotion and Marketing		\$165,000	\$45,000	\$30,000	\$22,500	\$22,500	\$22,500	\$22,500

Six Year Economic Development Strategic Plan 2019-2024

Utilities

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Underground overhead wires on Lewis (SR203) and Main; and Main and US 2	\$ 720,000			\$ 20,000	\$ 100,000	\$ 300,000	\$ 300,000
	Subtotal Utilities	\$ 720,000	\$ -	\$ -	\$ 20,000	\$ 100,000	\$ 300,000	\$ 300,000

Wayfinding

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Eliminate signs and visual clutter on US2 and Lewis	\$ 5,000		\$ 5,000				
1	Refine current signage and add larger more decorative wayfinding signs	\$ -						
2	Install larger, decorative wayfinding signs and gateways to Monroe	\$ 450,000			\$ 50,000	\$ 400,000		
	Subtotal Wayfinding	\$ 455,000	\$ -	\$ 5,000	\$ 50,000	\$ 400,000	\$ -	\$ -

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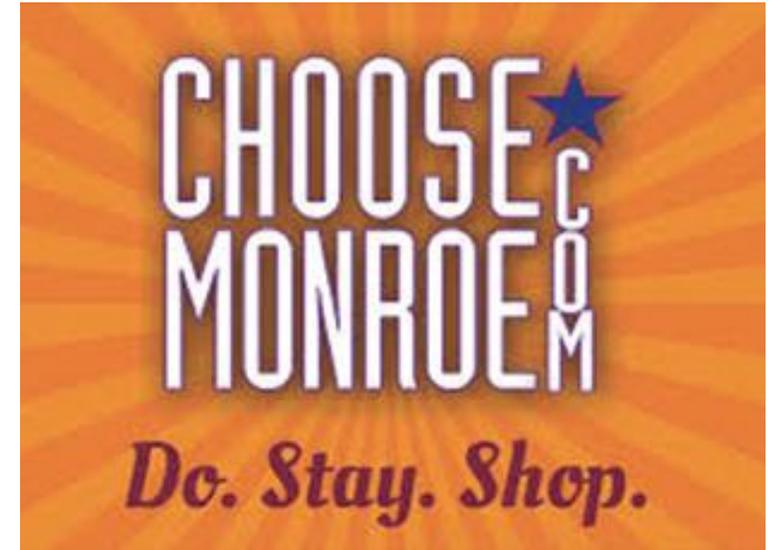
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BOARD MEMBER COMMENTS/UPDATES



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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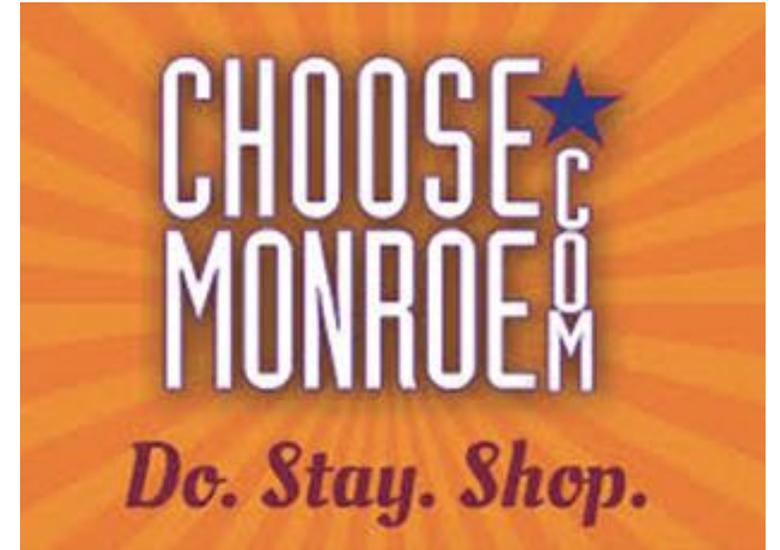
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NEXT MEETING THURSDAY, JULY 9, 2020

8:00AM-9:30AM

Zoom Meeting

