City of Monroe
806 West Main Street, Monroe, WA 98272
Phone (360) 794-7400 Fax (360) 794-4007
www.monroewa.gov

Economic Development Advisory Board Agenda
Thursday, February 13, 2020 8:00 a.m. Council Chambers

Call To Order

Roll Call

Approval Of Minutes

Meeting Minutes Of January 23, 2020

Documents:

3.A_MINUTES_01232020 EDAB (DRAFT).PDF

Board Member Comments/Updates

Old Business

Survey Results - One Page Summary (James Palmer)

Documents:

5.A. SURVEY RESULTS ONE PAGE SUMMARY.PDF

Wayfinding Programming (Deborah Knight)
Sign Nomenclature

Documents:

5.B.1_WAYFINDING_SIGN_NOMENCLATURE_MEMO_02132020.PDF
5.B.2_WAYFINDING SIGN NOMENCLATURE_LIST_2020.01.31_.PDF

New Business

Food Truck Regulations (Ben Swanson)

Documents:

6.A_MOBILE VENDORS MEMO.PDF

Downtown Vacancies

Business Recruitment, Retention, and Expansion Efforts

2020 Work Plan (Deborah Knight)

Documents:

6.C_2020_WORK_PLAN.PDF

Next Meeting - February 27, 2020

Draft Annual Report (James Palmer)

Tour: Werner Paddles (Janelle Drews)

Upcoming - March/April

Tour: Wet Noses And Natural Factors (Janelle Drews)

CALL TO ORDER

The January 23, 2020, Monroe Economic Development Advisory Board Meeting was called to order at 8:00 a.m.; Council Chambers, City Hall.

ROLL CALL

Members present: Woods, Dye, King, Tuttle, Nugent. Ad-hoc Graham and ad-hoc Drews arrived at 8:04am.

Staff present: Hasart, Palmer, Johns, Barr and Pfister

APPROVAL OF THE MINUTES

Boardmember Woods made a motion to approve the minutes of January 9, 2020. Motion was seconded by Boardmember Dye. Motion carried 5/0.

BOARD MEMBER COMMENTS/UPDATES

Tuttle asked for update on keeping Rousey as an ad-hoc member of the Board. Tuttle would also like to add a discussion about the Historic Downtown area to a future meeting.

King expressed her concern about the Strands relocation.

OLD BUSINESS

1. Sign Design Alternatives
   Tangram lead a discussion about the gateway sign alternatives discussed at the last meeting via phone conference.

NEW BUSINESS

1. Survey Results
   Palmer present the results from the 2019 City of Monroe Business Survey. Discussion included how to use the survey results and how to get a better response next year.

NEXT MEETING

Hasart reminded the Board that the next meeting will be on February 13, 2020. The food trucks regulations will be on the agenda along with a continuation of the survey results discussion.

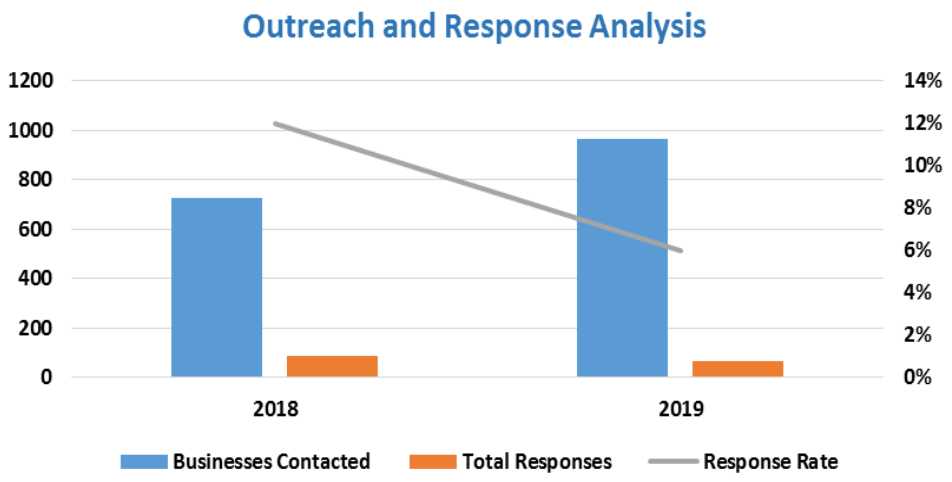
ADJOURNMENT

The meeting adjourned at approximately 9:34 a.m.

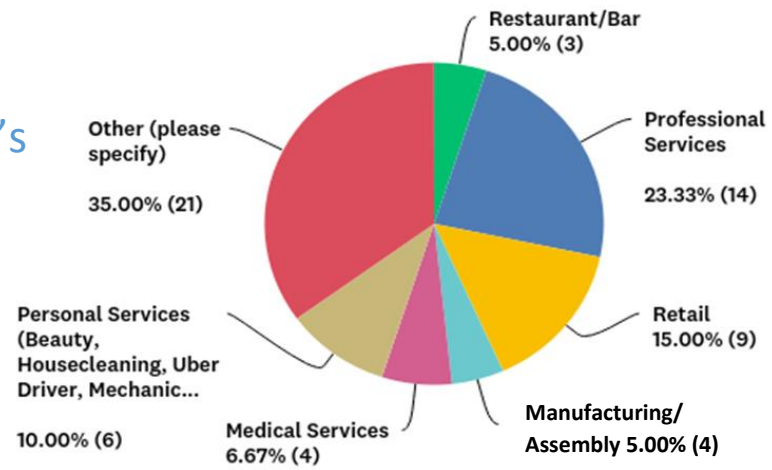
_____

Deborah Knight; City Administrator

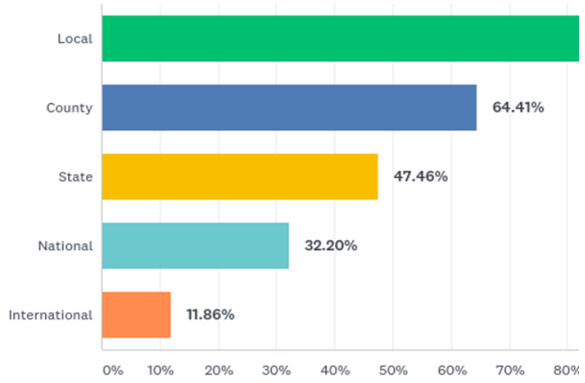
MONROE BUSINESS PROFILE



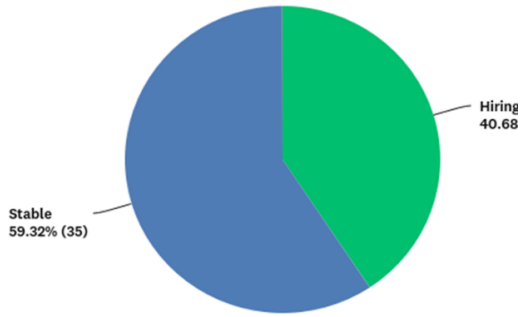
Monroe's Diverse Industry Profile



Reaching Markets Locally and Internationally



With a Positive Employment Outlook



2019 MONROE BUSINESS SURVEY

The **2019** Monroe Business Survey is concluded and results are in; Monroe's unprecedented period of growth continues.

The information gathered provides insight into the profile of Monroe's businesses and informs Monroe's elected officials on the issues most important to our community's employers.

In 2019 966 businesses were sent the survey, an increase of 33% over 2018. In spite of a larger polling, the response rate was down nearly 50%. The Economic Development Advisory Board has requested that the 2020 survey include a more robust rollout and campaign to increase participation in the survey.

A typical Monroe business is a small businesses, providing a service (retail, personal or professional) run by the owner and selling to a local market. The overall consensus is businesses are doing well; Employers are hiring and or stable in their employment and a majority are planning expansions in the next 3 years. All bodes well for the City of Monroe in the coming year. Thank you to all that participated.

MONROE BUSINESS PROFILE

THE ISSUES

The survey polls businesses in Monroe on issues that city officials deal with on a daily basis; public safety, homelessness and other efforts that impact the city's budget. The survey ensures the voice of business gets into the decision making process.

Question: *Please share any additional comments regarding this survey or actions the city should take to improve the business climate in Monroe.*

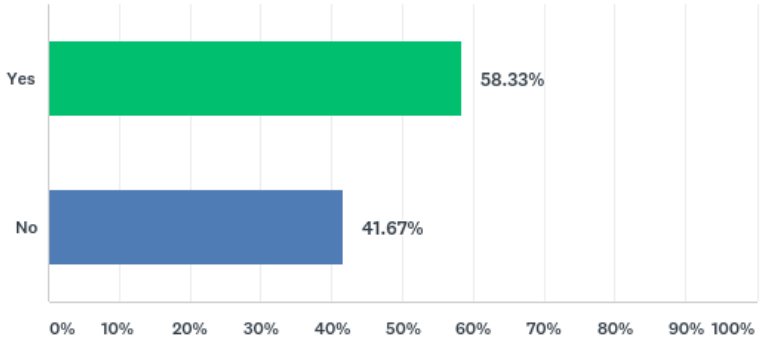
"The city continues to lack any real identity or brand.. the downtown lacks any cohesiveness and continues to house businesses that are not Main St businesses.. they lack symbiosis..."

"Monroe lacks an aesthetic. The city should focus on branding, marketing, and drawing foot traffic into our parks and businesses as well as pulling traffic off of Highway 2 and into our businesses. We also need a tourism destination area (downtown)."

"The 522 completion is huge, Traffic (including the train) is a big problem. "

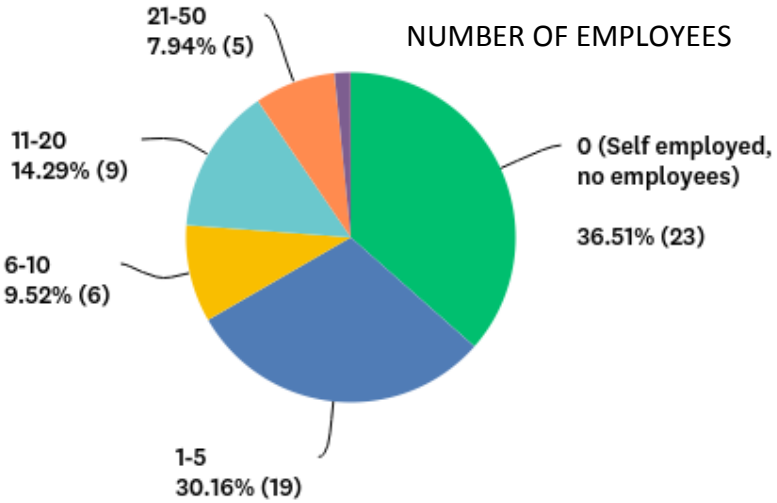
"More diversity in business content."

ARE YOU PLANNING AN EXPANSION OF YOUR BUSINESS IN THE NEXT 5 YEARS?



A Community Growing and Expanding

A Healthy Mix of Small Businesses and Larger Manufacturers with Total Wages in 2018 of $462,110,346*



Investment Priorities Based on Growth and Compassion.

Number 1 Priority

64%	Request State Legislature Finish State Route 522 between Monroe and Paradise Rd.
13.2%	Provide Shelter and Services to Chronically Homeless
12%	Replace Gateway and Wayfinding Signs to Direct Residents and Visitors to Business Districts and Attractions
7.6%	Support Multi-family Housing adjacent to Work Centers
5.6%	Partner with Everett Community College

Number 2 Priority

38.%	Replace Gateway and Wayfinding Signs to Direct Residents and Visitors to Business Districts and Attractions
22.6%	Partner with Everett Community College
17.8%	Request State Legislature Finish State Route 522 between Monroe and Paradise Rd.
15.3%	Support Multi-family Housing adjacent to Work Centers
9.4%	Provide Shelter and Services to Chronically Homeless

Click to view the full results of the 2019 Monroe Business Survey

February 13, 2020

TO: EDAB

FROM: Deborah Knight, City Administrator

SUBJECT: Wayfinding Sign Nomenclature

Attached is a PDF of the Sign Nomenclature list for the wayfinding signage. This is a list of destinations Tangram has collected that could be included as sign messages onto the wayfinding signs. Please review the list. Tangram is requesting any additional destinations the committee feels are important to have on this list or any that the committee feels may need to be removed. Once Tangram receives the committee's feedback, they will update the list accordingly.

Please note in the Education section Tangram did not include elementary schools in the list as they are not common destinations visitors are looking for. Middle schools and high schools are usually more sought after since those locations typically hold more events like performances or sporting events.

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SIGN NOMENCLATURE

Nomenclature, as it applies to signage and wayfinding, is a standardized set of words, syntax, grammar, and symbols which communicate information to the user. Well defined and organized nomenclature systems ensure that information, messages and/or content of the signage is presented in a uniform, concise and clear manner. As it is neither practical nor effective to list all possible destinations on every sign, a trailblazing approach must be employed where only the information necessary at any given decision point is displayed. This will conserve sign space and prevent information overload for the user.

A consistent sign vocabulary is key to maintaining the trail of information that guides people to their destinations. The chart shown identifies the sign message vocabulary to be used within the signage program. The chart indicates destinations that the signage will direct to and provides a recommendation for how it should read on the new signage. The chart also indicates whether the destination would be seen on vehicular or pedestrian signage or both.

MONROE NOMENCLATURE LIST

CATEGORY	RECOMMENDATION	VEHICULAR	PEDESTRIAN
Attractions			
Cadman Site	Cadman Site	X	X
Evergreen Speedway	Evergreen Speedway	X	
Evergreen State Fairgrounds	Evergreen Fairgrounds	X	
Monroe Historic Downtown	Historic Downtown	X	
Monroe Historical Society and Museum	Historical Society Museum	X	X
Monroe/Sky Valley Family YMCA	YMCA	X	
The Reptile Zoo	Reptile Zoo	X	
Wagner Performing Arts Center	Wagner Performing Arts Ctr	X	
Western Heritage Center	Western Heritage Ctr	X	
Civic Services / Public Buildings			
City Hall	City Hall	X	
Fire Department	Fire Dept	X	
Monroe Boys and Girls Club	Boys & Girls Club	X	
Monroe Chamber and Visitor Information Center	Visitor Center	X	X
Monroe Correctional Complex	Correctional Complex	X	
Monroe Sno-Isle Library	Library	X	
Municipal Court of Monroe	Municipal Court	X	
Police Department	Police	X	
Monroe Community Senior Center	Senior Center	X	
Education			
Everett Community College	Everett Community College	X	
Hidden River Middle School	Hidden River Middle School	X	
Leaders in Learning High School	Leaders in Learning High School	X	
Monroe High School	Monroe High School	X	
Park Place Middle School	Park Place Middle School	X	

MONROE NOMENCLATURE LIST

CATEGORY	RECOMMENDATION	VEHICULAR	PEDESTRIAN
Hospital			
EvergreenHealth Monroe	Hospital	X	
Parks			
Al Borlin Park	Al Borlin Park	X	X
Blueberry Children's Park	Children's Park	X	
Cedar Grove Park	Cedar Grove Park	X	
Currie View Park	Currie View Park	X	
Hillcrest Park	Hillcrest Park	X	
Julia V. Morris Centennial Garden	Centennial Garden	X	
Lake Tye Park	Lake Tye	X	X
Lewis Street Park	Lewis Street Park	X	X
Monroe Board and Blade Skate Park	Skate Park	X	X
Monroe Memorial Park	Memorial Park	X	
Monroe Rotary Field	Rotary Field	X	
Park Meadows	Park Meadows	X	
Rainier View Park	Rainier View Park	X	
Skykomish River Park	Skykomish River Park	X	X
Stanton Meadows Park	Stanton Meadows Park	X	
Travelers Park	Travelers Park	X	X
Wales Street Park	Wales Street Park	X	
Boat Launch			
Ben Howard River Access	Ben Howard River Access	X	
Lewis Street River Access	Lewis Street River Access	X	X
Cemetery			
IOOF Cemetery	Cemetery	X	

January 23, 2020

TO: EDAB

FROM: Community Development Department

SUBJECT: Mobile Vendors

The current code restricts mobile vendors to the following timeframes:

- The temporary use permit shall be effective for no more than 180 calendar days from the date of the first event or occurrence;
- The temporary use shall not exceed a total of 60 days of operation within the 180-day period in which the permit is valid. A day of operation shall mean any or part of any day in which the temporary use is conducted. The days need not run consecutively and may occur at any time during the period for which the permit was approved, provided each day is designated and approved as part of the application;
- A temporary use permit shall not be granted for the same temporary use on a property more than once per calendar year.

Essentially, this prohibits a mobile vendor from occupying the same property more than once a year. The mobile vendor has to find a new location after 60 days of operation. This creates a hardship for the business owner and also creates more workload for staff with the potential of having to review six (6) separate temporary use permits for the same business. Also, code enforcement becomes problematic as it proves difficult to keep track of the 60 days of operation within a 180-day period for every mobile vendor in the city.

The code amendment proposes to only restrict the duration of daily operations at a site but not restrict the amount of days a mobile vendor can occupy a site.

The following revision regarding timeframes is being proposed:

- The duration of time for mobile vendors is not limited per site as long as all items used for the operation, including food trucks and temporary structures, are removed from the site daily after the close of operations.

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February 13, 2020

TO: EDAB

FROM: Deborah Knight, City Administrator

SUBJECT: 2020 Work Plan Update

Attached is a summary of the 2020 Work Plan and the 2020 First Quarter Work Plan through March 30, 2020.

The website update will be assigned to the management analyst position. The city is currently recruiting to fill the position.

Upcoming items for the second quarter include:

- Updating the city's vision, mission and core values statement
- Updating the downtown fee waiver brochure
- Participating in updating the city's Park and Recreation Open Space Plan
- Participating in the housing policy discussion

This is an opportunity for the board to discuss and provide direction to staff on the 2020 work plan. Any new work plan recommendations will need city council approval.

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