



WELCOME

Economic Development Advisory
Board

July 9, 2020

AGENDA

Part I

- Welcome and Call to Order
- Approve Meeting Minutes – June 25, 2020

Part 2 – New Business

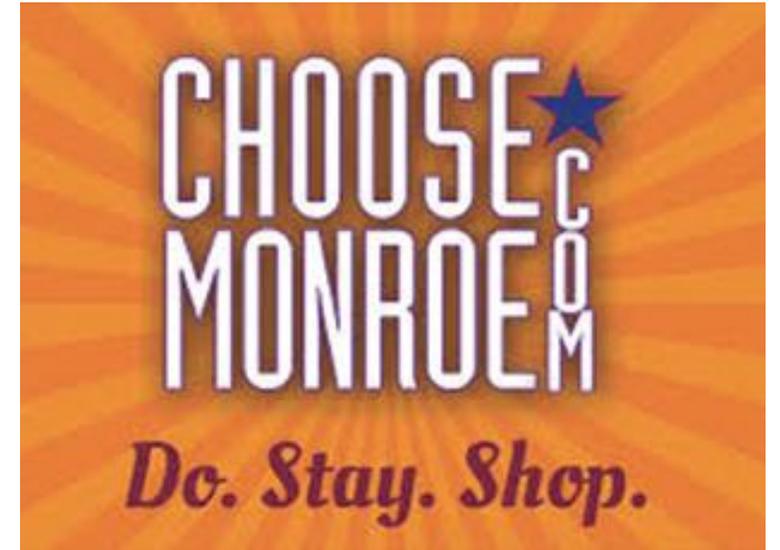
- 2020 Business Survey
- 3rd Quarter Work Plan
- Small Business Relief Grant Review Committee
- Wayfinding & Gateway Signage: Community Engagement

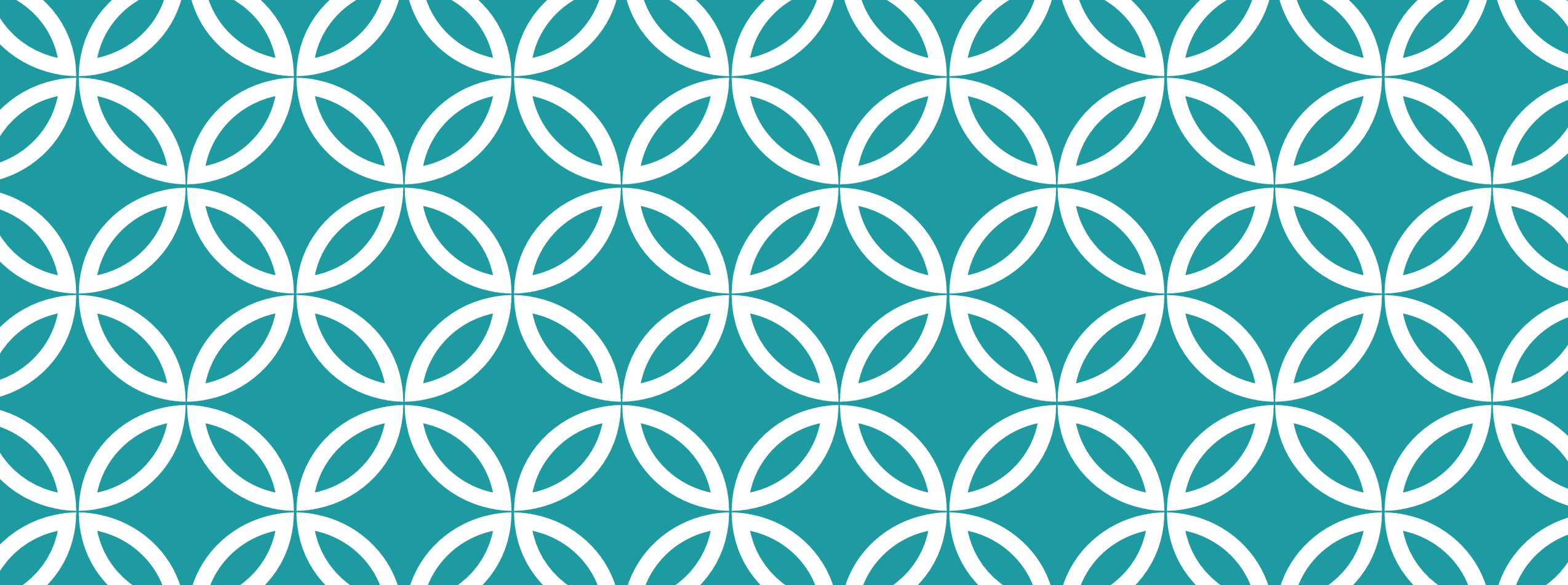
Part 3

- Board Member Comments/Updates

Part 4 – Next Meeting – July 23

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





APPROVE MEETING MINUTES

June 25, 2020

Economic Development Advisory
Board

July 9, 2020

CALL TO ORDER

The June 25, 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 member Jim Watt

Staff present: Deborah Knight, Rich Huebner, and Ben Swanson

APPROVAL OF THE MINUTES

Board member Bridgette Tuttle made a motion to approve the minutes of the June 11, 2020 meeting. The motion was seconded by Board member Allan Dye. Motion carried 5-0.

DISCUSSION

Ms. Knight opened discussion of the possibility of closing Blakley Street between Main and Fremont Streets for the summer months. Such a closure would be to allow the section of Blakley Street to be utilized as outdoor seating for local restaurants. Ms. Knight asked Mr. Watt if he would present the possibility to downtown restaurateurs to gauge potential interest; Mr. Watt asked for clarification that it would be a 24-hour closure, which Ms. Knight confirmed, and Mr. Watt agreed to gauge the interest of the downtown restaurant community.

Ms. King asked if the City anticipated any negative reaction from drivers. Ms. Knight commented that she didn't expect significant negative feedback as the closure would be with the focus of helping downtown restaurants.

NEW BUSINESS

A. Gateway Signage: Updated Concepts

Mr. Huebner presented the updated Gateway Signage design concepts provided by Tangram Designs. Tangram provided concepts for three locations: the Western Gateway (roundabout at Main Street east of Highway 522); the Eastern Gateway (Main Street, just west of the railroad tracks; and the Southern Gateway (Lewis Street, north of the bridge).

Board member comments and feedback are presented for each proposed location:

Western Gateway

Consensus was overall positive reaction to the overall design. Ms. Tuttle and Ms. King both expressed a desire for a landscaping or framework element for the sign to help integrate it into the location; this sentiment was shared by the additional board members.

Eastern Gateway

Discussion ensued regarding this location and whether it should instead be incorporated into the Historic Downtown signage family. Ms. Tuttle suggested, and Ms. Knight agreed, that this location was indeed part of Historic Downtown, and the sign in this location should be replaced with something matching the concept design for that signage family; consensus agreed.

Ms. Knight requested the board still provide feedback of the proposed sign itself, as this concept may be incorporated into another location with limited space. General consensus was that the horizontal treatment of the letters is distracting; many board members commented that this design concept made them instinctively want to turn their heads sideways. Ms. Tuttle commented that the mountain design turned sideways is also not visually appealing.

Ms. Knight commented that the letters could remain stacked, but be turned vertically.

Discussion ensued regarding the rock framework of the design. Consensus was that the framework of the design worked, but the board members would like to see it in river rock. Ms. Knight commented that Mayor Thomas has stated Monroe is a river town, and any rock elements incorporated into city branding elements should be river rock.

Southern Gateway

Consensus was generally positive for the overall design, with a unanimous preference for river rock as the framework. Ms. Nugent commented that she would like to see the same base, done in river rock, on the Western Gateway sign.

Discussion ensued regarding the other signage currently in the environment, and what may be in place when the Gateway sign is installed. Ms. Knight commented that the directional sign – seen in the background of the Southern Gateway environment concept art – would be replaced with a new wayfinding sign from the wayfinding sign family Tangram is developing; the “Share the Road” bicycle sign further in the background is a WSDOT sign, and that agency would decide its future.

Further discussion ensued regarding potentially lighting the gateway signs at nighttime. Ms. Knight commented that she will discuss potential lighting options with the City Public Works department.

B. EDAB Work Plan

Mr. Huebner introduced the EDAB Work Plan for review, in light of the impacts of COVID-19. Discussion and comments on the Work Plan are presented by topic:

Six-Year Plan Update

Ms. Knight suggested this work begin in July, with a goal of ending by September for inclusion in the 2021 budget process. This will provide Council the opportunity to review specific projects requested for funding, potentially including the Gateway and Wayfinding signage programs and Main Street banner replacement.

Gateway/Wayfinding Signage

Ms. Knight commented that this work has been slightly delayed due to COVID, but final recommendations are planned to be presented to Council in August.

Annual Report

The 2020 Annual Report should follow a similar schedule, to be developed and published between January and March, 2021.

Vision 2050

Ms. Knight commented that the City has retained EnviroIssues to facilitate a discussion around the vision, mission and core values of the City, with the original plan for the outcome to be available for inclusion in the Comprehensive Plan update; the Comprehensive Plan update work will begin in 2021 and needs to be adopted by 2023. Ms. Knight commented that diversity, equity and inclusion will be a primary focus of both efforts.

Mr. Dye suggested that Vision 2050 work be delayed to 2021, with a hope that engagement around such topics could be conducted in-person. Ms. Tuttle commented that she was part of the previous Comprehensive Plan update, and recognizing the deficiencies in prior reports, feels this is an important topic to be included. Ms. Tuttle commented that small groups of up to 5 persons can meet in person, but such small group sizes would require a significantly high number of meetings.

Ms. Woods commented that she was also part of the previous Comprehensive Plan update as a representative of the School District, and she supports the delay until 2021; Ms. Woods commented that she didn't believe the City would receive the type of feedback needed in an online format.

Downtown Fee Waiver Brochure

Mr. Huebner commented that he has completed and published the updated brochure for the waiver enacted through June 14, 2021.

Economic Development Website

Mr. Huebner commented this was originally part of his work plan in his initial onboard, but COVID-related tasks have taken precedent. Mr. Huebner suggested a revision of the schedule to a timeframe of July through September, 2020.

Encouraging Housing Type Variety

Mr. Swanson commented that this is a project Anita Marrero is working on. The city has received a grant to develop a Housing Action Plan, with the final documents planned to be brought to Council for action in June, 2021. Mr. Swanson suggested a revision of the schedule to a timeline of January through June, 2021.

Business Survey

Ms. Knight commented that at its June 15 meeting, the City Council indicated a desire for the Business Survey to be conducted between July and September so that the results can inform the budget discussions. Results of the survey will provide Council with information pertaining to the concerns of the business community and assist Council in its allocation decisions.

BOARD MEMBER COMMENTS/UPDATES

Ms. Tuttle commented that face coverings are now required in public places by order of Governor Inslee, and that businesses are required to refuse service to anyone not wearing a face covering. Ms. Tuttle also commented that two wonderful community events recently took place: the graduation parade, and the Juneteenth celebration.

Ms. Tuttle also commented that Mr. Palmer had referred a potential new restaurant owner to Ms. Tuttle, and that Ms. Tuttle and the potential restaurateur will have a phone conversation on Friday, June 26.

Ms. King expressed concern for businesses with the face coverings order; Ms. King is concerned about the position the order places business owners who are non-confrontational by nature.

Ms. King also commented that she is concerned local restaurants have not been more proactive in having someone at the main door asking customers to wear face coverings. Ms. King commented she was recently in Twisp, and was encouraged by the number of people wearing face coverings, and the local businesses proactively engaging with customers on the subject.

Ms. King inquired how the new order will impact the city. Ms. Knight commented that the Monroe Police Department has addressed the governor's current and previous orders with an educational approach and not as an enforcement action; there has been no revisions issued to this practice, and Ms. Knight does not foresee the City issuing any misdemeanor citations. Ms. Tuttle commented that for business owners, their business licenses may be at risk.

Mr. Dye suggested that on the topic of misdemeanors, the City handle the issue as a "strong recommendation". Mr. Dye also commented that the price of masks has recently decreased for businesses that would like to stock up.

Ms. Woods commented that the Paycheck Protection Program (PPP) is coming to an end, and that all applications must be received and approved by the Small Business Administration (SBA) by June 30. Ms. Woods commented that a Prioritized Paycheck Protection Program bill is currently in the federal House of Representatives, and would support businesses with less than 100 employees that need additional support.

Ms. Woods commented that the PPP Forgiveness application is available on the SBA website, but that Coastal Community Bank is not accepting applications as the SBA has yet to establish forgiveness guidelines.

Mr. Watt commented that he had an extensive walk through downtown on June 24 with Mr. Palmer; Mr. Palmer provided an update on businesses slated to or considering coming to Monroe, and the two looked at available properties. Mr. Watt also recently had a tour of Harry's on Main Street.

Mr. Swanson commented that at its June 23 meeting, the City Council approved an ordinance allowing outdoor dining; Monroe's ordinance is similar to a recent ordinance

in the City of Bothell, and is intended to help make-up for the 50% maximum capacity of inside dining established in Phase 2 of the Safe Start Washington Plan, which Snohomish County is currently in. Mr. Swanson further commented that the ordinance waived parking requirements and allows restaurants to use parking areas for outdoor dining, and allows restaurants to use their own sidewalk space, and that of the neighboring business with its permission, for retail activities; a permitting process is still required to ensure ADA compliance, but permitting fees are waived.

Ms. Nugent commented that her husband visited Lake Tye Park on June 24, and while it's great that the park is re-opened, very few park users were wearing face coverings.

Ms. Knight commented that a conversation is needed in the near future about public engagement for the gateway and wayfinding signs, and that she is planning an agenda item for the July 28 City Council meeting to share the sign concepts with the Public Works Committee.

ADJOURNMENT

The meeting adjourned at 9:29 a.m.

Deborah Knight, City Administrator

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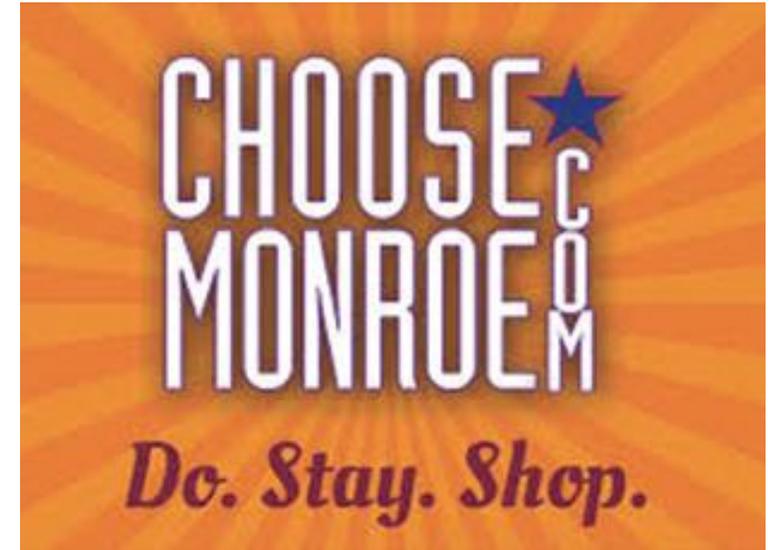
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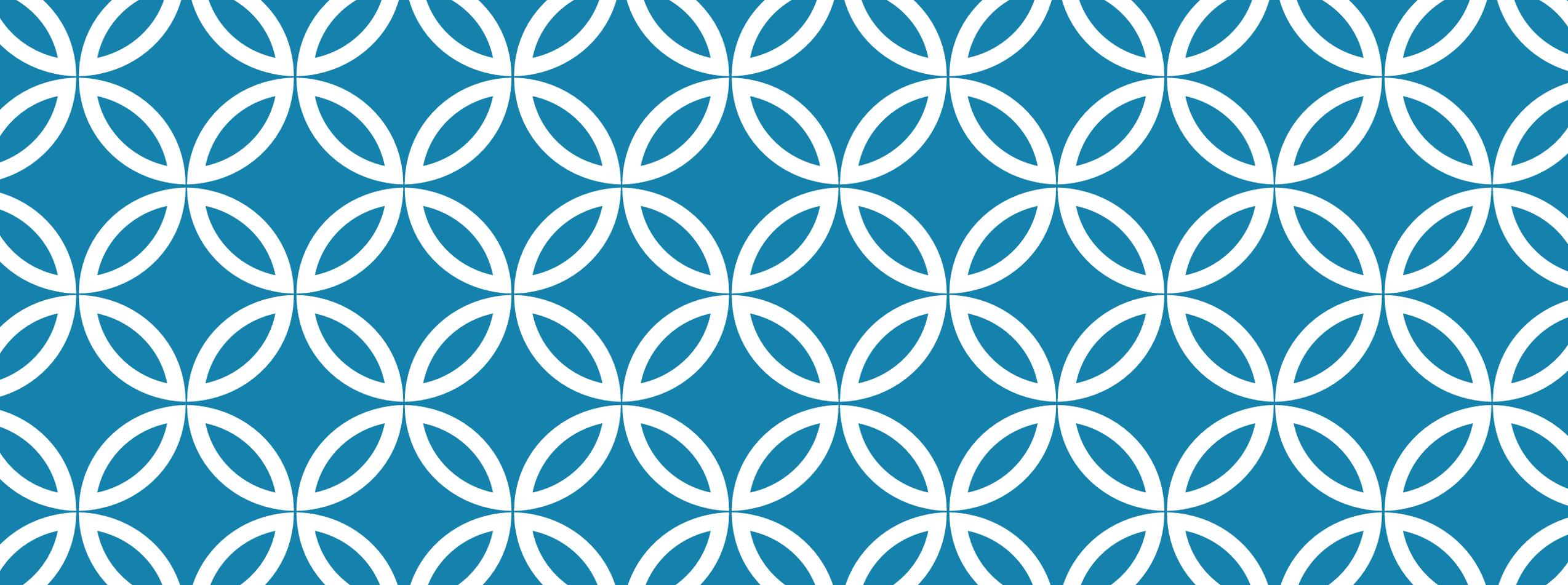
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2020 BUSINESS SURVEY

Economic Development Advisory
Board

July 9, 2020

2020 BUSINESS SURVEY

Part I – Business Survey

- Why Do the Survey?
- Baseline Survey

Part 2 – Content Development

- Current Survey Components
- Proposed Survey Components

Part 3 – Distribution

- Schedule
- Incentivizing Participation





PART 1 — WHY DO THE SURVEY?

Economic Development Advisory
Board

July 9, 2020

BRRE ANNUAL BUSINESS SURVEY

Why Survey?

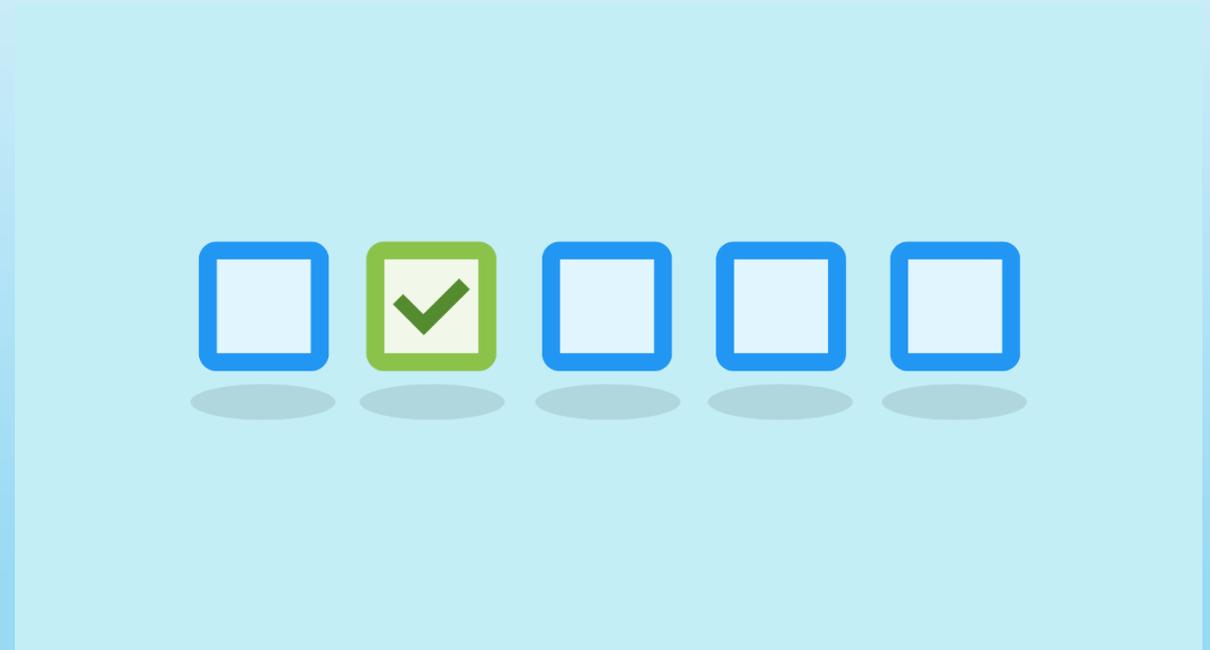
- Demonstrate the City's support for business community
- Build relationships with local businesses.
- Understand needs and challenges
- Identify their future outlook.
- Develop strategies and actions that will continue to support economic development.

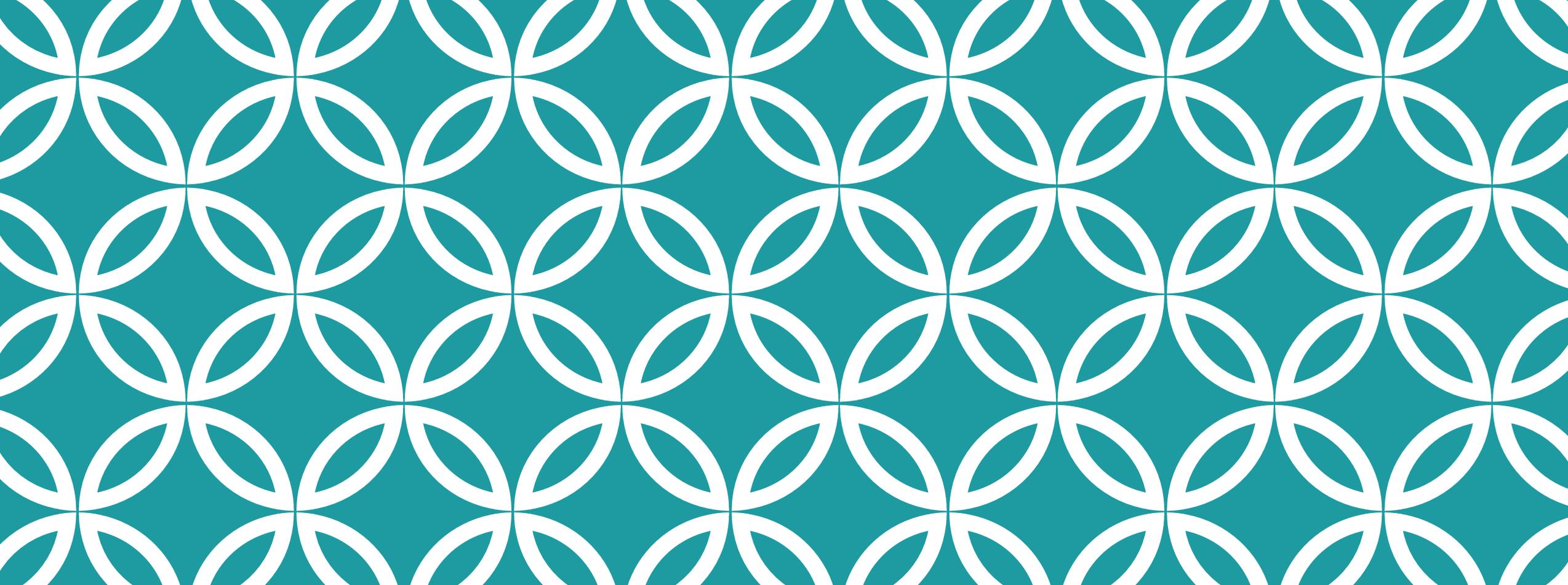


BRRE ANNUAL BUSINESS SURVEY

Baseline

- Based on IEDC Best Practices Business Survey
- Monroe Stakeholder Information Goals
 - EDAB
 - Monroe Chamber
 - DMA
 - EvCC
 - City Personnel
 - Others?





PART 2 — CONTENT DEVELOPMENT

Economic Development Advisory
Board

July 9, 2020

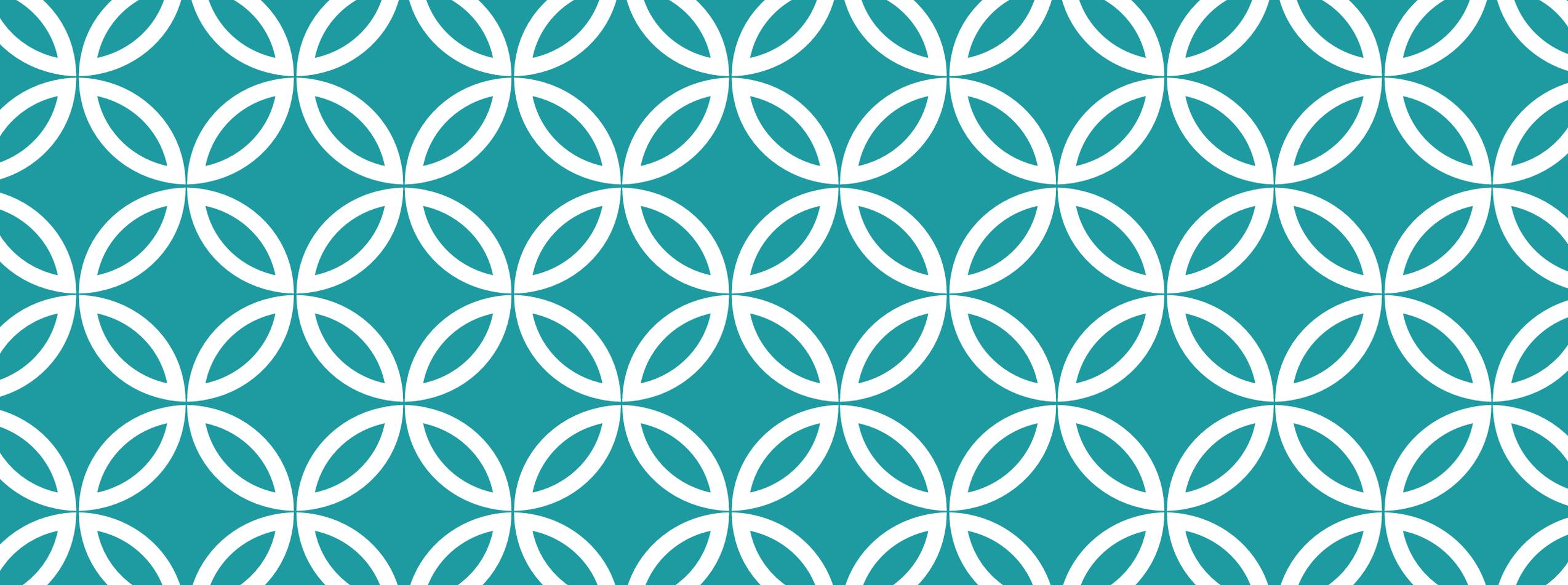
CURRENT SURVEY COMPONENTS

- Company ID
- Business Profile
 - District
 - Sector
 - Home Based?
 - Markets Served
 - Employment
- Business Issue Identification
 - Specific Commercial District Issues
 - Labor
 - Infrastructure
 - Public Services
- Business Issue Prioritization
 - Labor
 - Infrastructure
 - Public Services
- Economic Forecasts
 - Hiring/Layoffs
 - Expansion/Consolidation
- Education/Training
 - Submitted by EvCC
- Business Networking & Associations
 - Submitted by City Admin & Chamber
- Information Requirements
 - EconDev Website needs submitted by EDAB
- Satisfaction Levels
 - Public Services
- Economic Development Priorities
 - Submitted by EDAB
- Main Street Focus
 - Assessing specific DT needs

PROPOSED SURVEY COMPONENTS

- Impact of COVID-19
- Others?





PART 3 — DISTRIBUTION

Economic Development Advisory
Board
July 9, 2020

SURVEY SCHEDULE

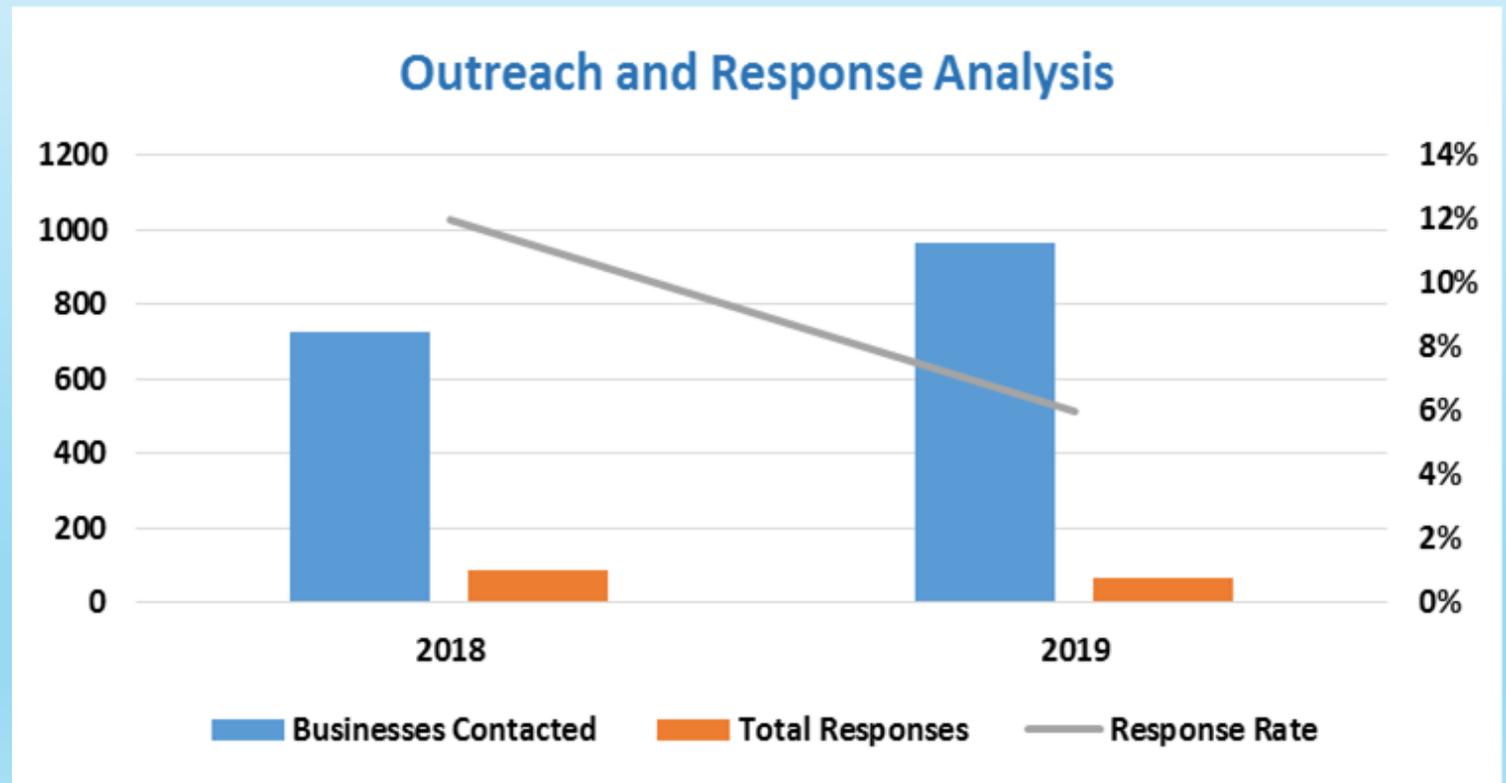
July 9	Review 2019 questionnaire & discuss survey questions
July 16	Recommend final BRRE questions & marketing campaign
August 1-31	Marketing
September 1-31	E-mail survey
October 1-31	BRRE committee site visits
November 1	Publish results

Is the survey schedule aligned with other calendar milestones like City Council Budget Discussion?



DISTRIBUTION

- Response rate dropped considerably from 2018 to 2019
- How to increase participation?
 - Incentives?
 - Social Media Campaign



Business Impacts: Staffing

The following questions will provide a real-time understanding of the challenges facing our region's business community.

Have you reduced your staffing capacity?

- Yes, we have laid off employees or contract workers
- Yes, we have reduced employee or contract workers hours
- Yes, we have laid off employees AND reduced employee or contract workers hours
- No, we have not reduced staffing

If you have laid off employees or contract workers, how many?

Temporary layoffs:

Permanent Layoffs:

Do you anticipate reducing staffing in the future?

- Yes, we plan to lay off employees or contract workers
- Yes, we plan to reduce employee or contract workers hours
- Yes, we plan to lay off employees or contract workers AND reduce employee or contract workers hours
- No, we do not currently have plans to reduce staffing in the future.

Business Impacts: Rent

Will you be able to make rent payments (or property payments, if you own your building)?

- Yes No I don't know Not applicable, my business does not pay rent.

Business Impacts: Other Expenses

Have you lost money through deposits or down payments that will not be refunded? Or have you had to refund deposits or down payments?

Please describe

Are there other costs, such as equipment leases or debt payments that will be difficult to cover?

Please describe

Have your costs increased? For example, videoconferencing subscription, additional sanitation measures.

Please describe

Business Impacts: Revenue

How much has your income declined compared to this month last year?

Enter the percent decline of your revenues, where 100 means complete loss of revenue and 0 means no loss of revenue

How much will your gross income decline (compared to the same month last year)?

Enter the percent decline of your revenues, where 100 means complete loss of revenue and 0 means no loss of revenue

Business Impacts: Additional Impacts

Please indicate which additional impacts your business is experiencing.

Check all that apply

- Late payments or collection losses
- Lack of cash reserves
- Inability to pay bills, fees
- Discrimination or unfair treatment
- Temporary closures
- Cancelled events
- Reduced participation at gatherings and events
- Other

Please indicate which of the following COVID-19-related developments has affected your business.

Check all that apply

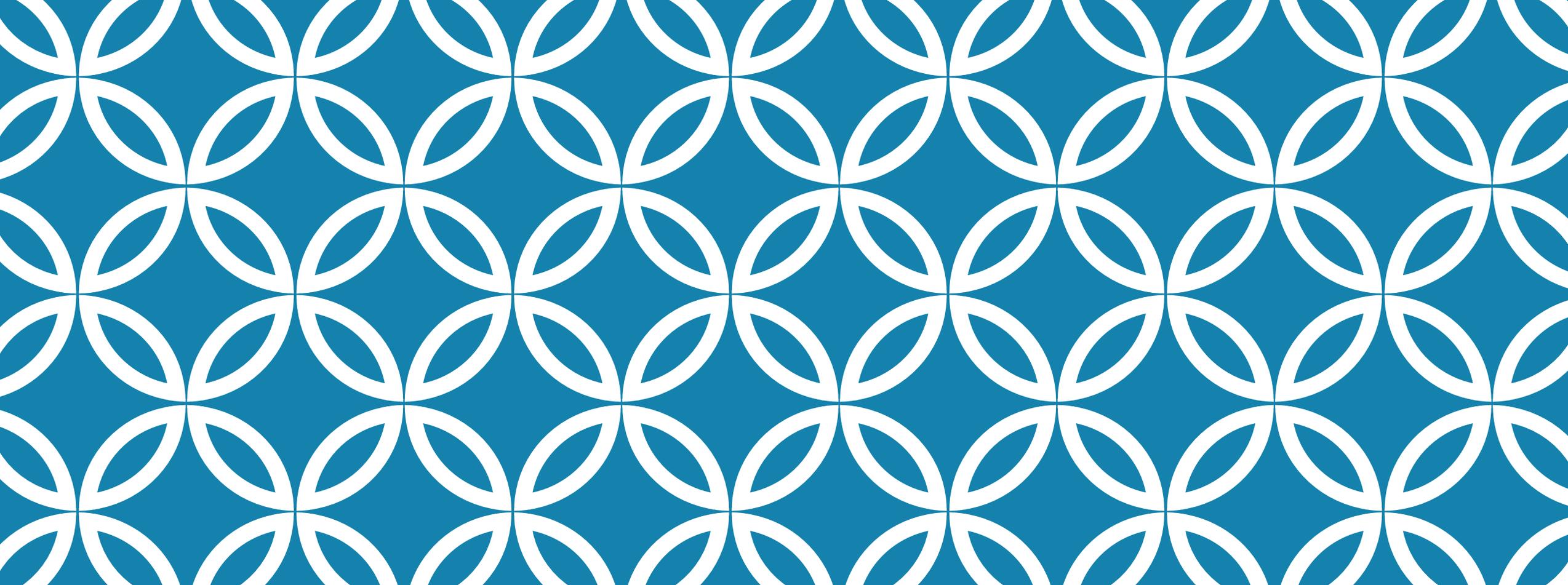
- Workers working remotely
- Workers working reduced hours
- Absenteeism from sick workers
- Reduced access to clients and customers due to remote working
- Cancelled business trips (domestic)
- Cancelled business trips (international)
- Unable to get critical supplies or production parts, components
- Cancelled or postponed delivery of exports (domestic)
- Cancelled or postponed delivery of exports (international)
- Fewer visitors to the region
- Drop in customers
- Decline in business due to uncertainty and longer-term fears

Comments: 

How can the Clean Tech Alliance help your business?

We welcome your ideas and suggestions



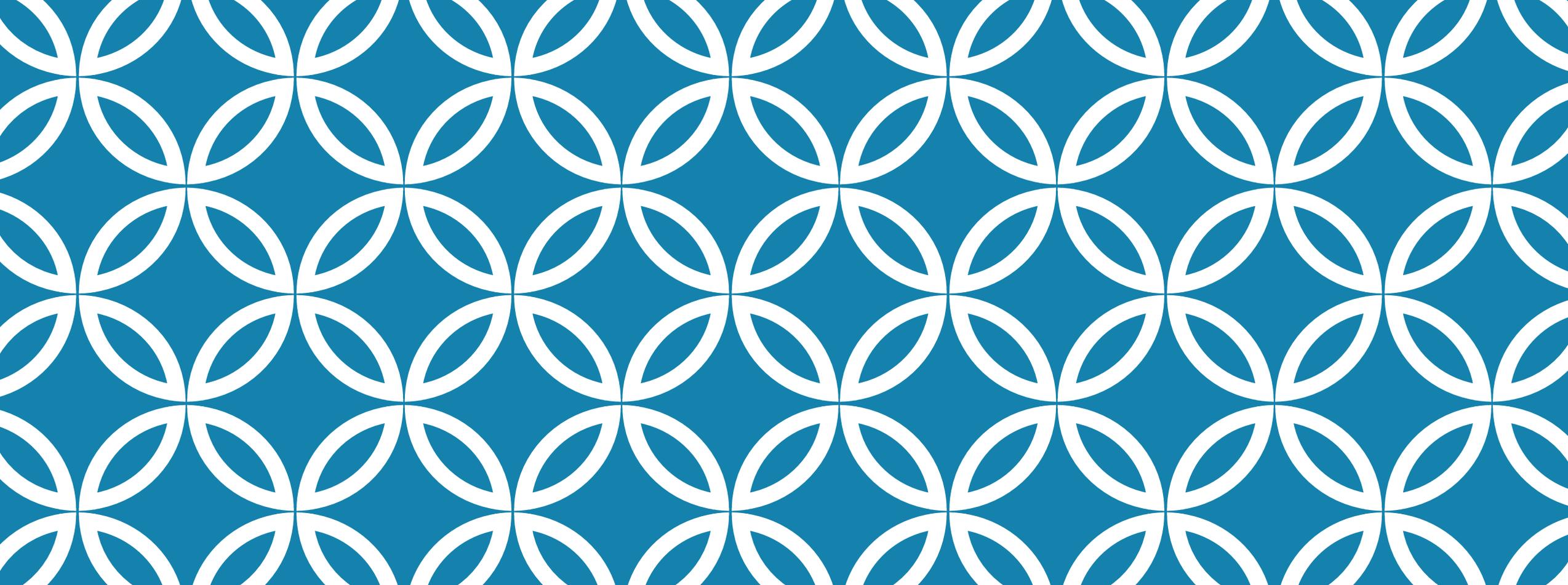


THANK YOU

Presented by James R. Palmer
Economic Development Specialist

JPalmer@MonroeWA.gov

Cell: 360-631-0050

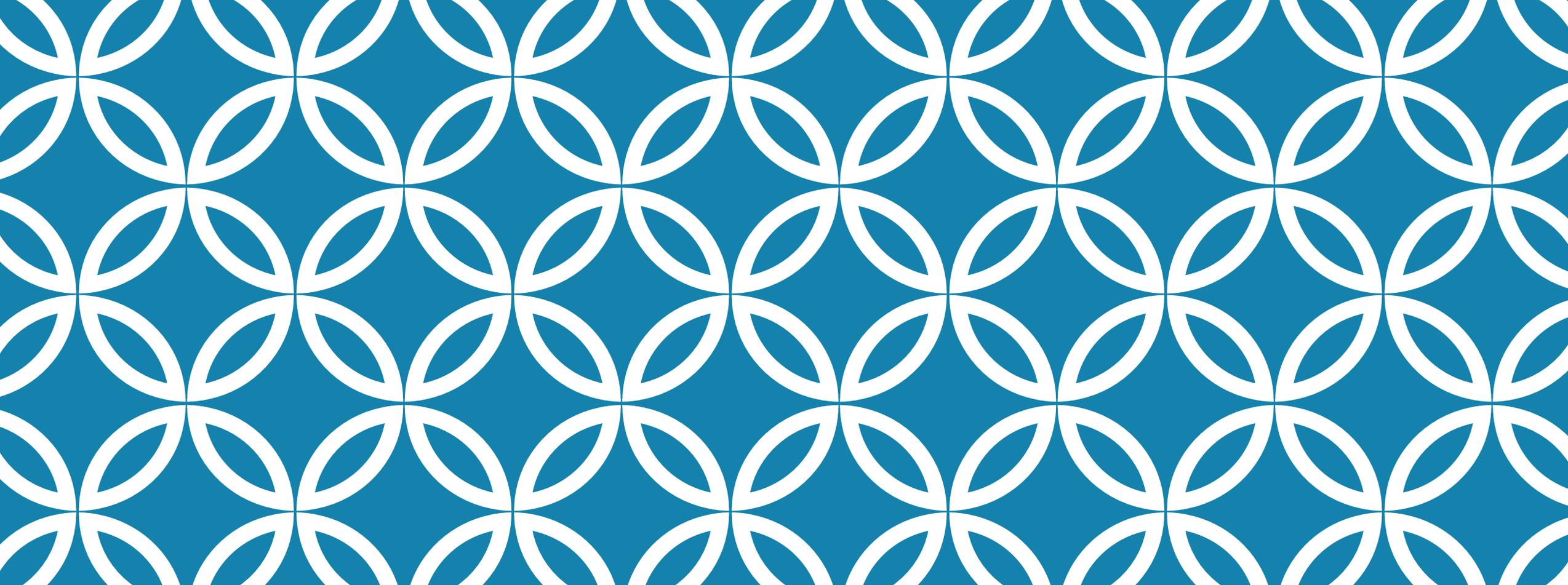


3RD QUARTER WORK PLAN

Economic Development Advisory
Board
July 9, 2020

EDAB 2020 THIRD QUARTER WORK PLAN

Description	Task	Start	Finish
Gateway/Wayfinding	Monitor progress Provide feedback on alt. Recommend final design	Sept 26, 2019	July 31, 2020
Website Update	Review first draft Recommend Launch	Oct 24, 2019	Sept 30, 2020
Business Survey	Finalize Survey Results Post and Distribute	July 9	Sept 30
Participate in Parks, Recreation and Open Space Plan	Sidewalks and trail connections, downtown festival lot	July 14	Dec 2020
Update 6-Year Plan	Finalize Plan Recommendation to Mayor	July 23	Sept 30
Annual Report	Approve Table of Contents and format	Dec 1	March 30, 2021



SMALL BUSINESS RELIEF GRANT REVIEW COMMITTEE

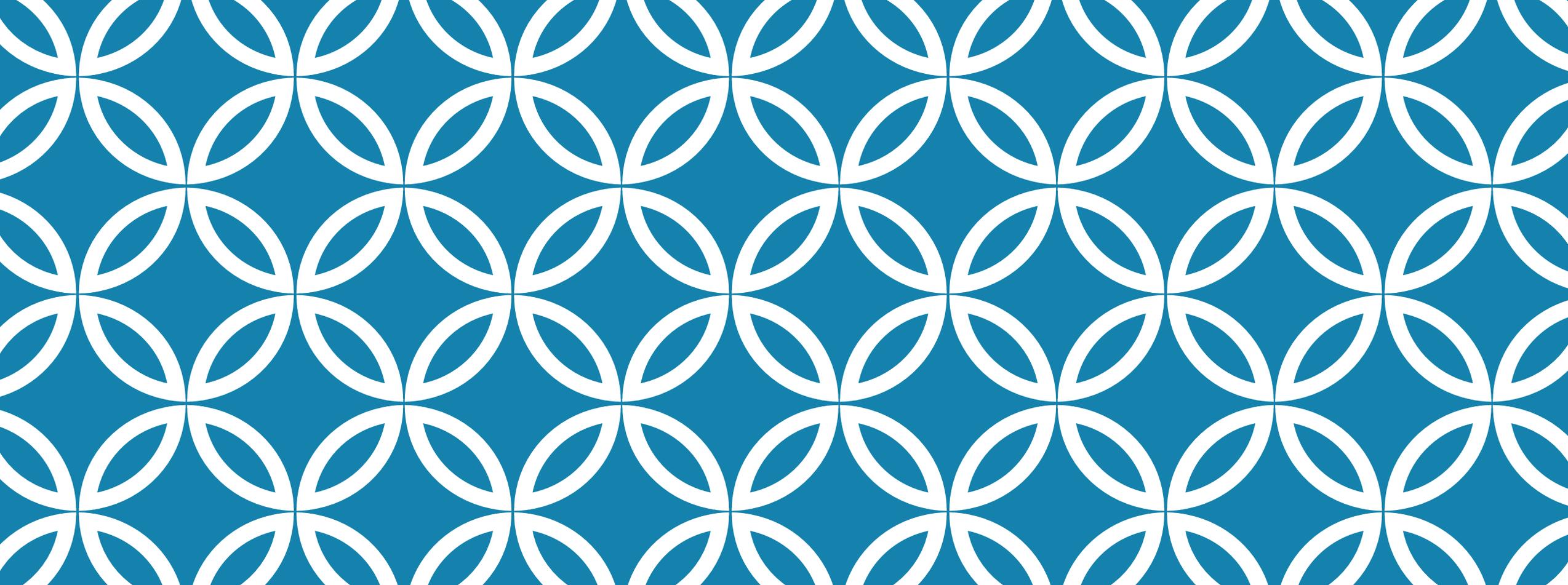
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SMALL BUSINESS RELIEF GRANT REVIEW COMMITTEE

- 24 Applications Received
- Volunteers needed to assist Deborah, Rich and James with review
- Alphabetical List of Applicants:

- I. Adams Pawn Monroe
- II. AJ's Salon
- III. Artifex Manufacturing, LLC
- IV. Bliss Yoga Studio, LLC
- V. Cascade Beer Candi Company
- VI. CrossFit Monroe
- VII. Discovery Leadership
- VIII. Drive Right Washington, LLC
- IX. El Tijeras Hair Salon
- X. Embroidery for the Soul
- XI. Farmhouse Kitchens
- XII. Gaia Organic Juice Bar, LLC
- XIII. Hou Monroe, LLC
- XIV. Ideal Lifestyle, LLC
- XV. Jump, Rattle & Roll, LLC
- XVI. M & M Antiques
- XVII. Man Cave Barber Shop, LLC
- XVIII. Monroe Financial
- XIX. Monroe Insurance
- XX. Pacific Tree Management
- XXI. S & S Bricks, Inc.
- XXII. Shannon's Hair (at AJ's Salon)
- XXIII. Sharinabeans on Main
- XXIV. Stonewood Construction Services, LLC



WAYFINDING & GATEWAY SIGNAGE: COMMUNITY ENGAGEMENT

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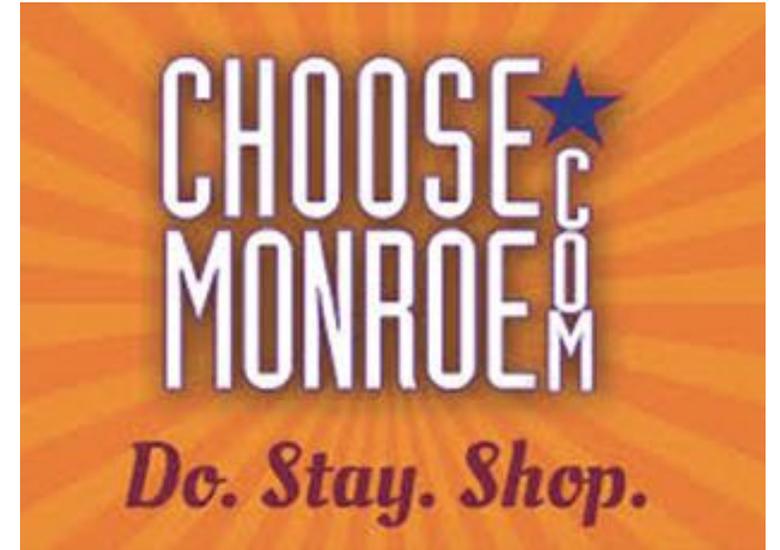
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BOARD MEMBER COMMENTS/UPDATES



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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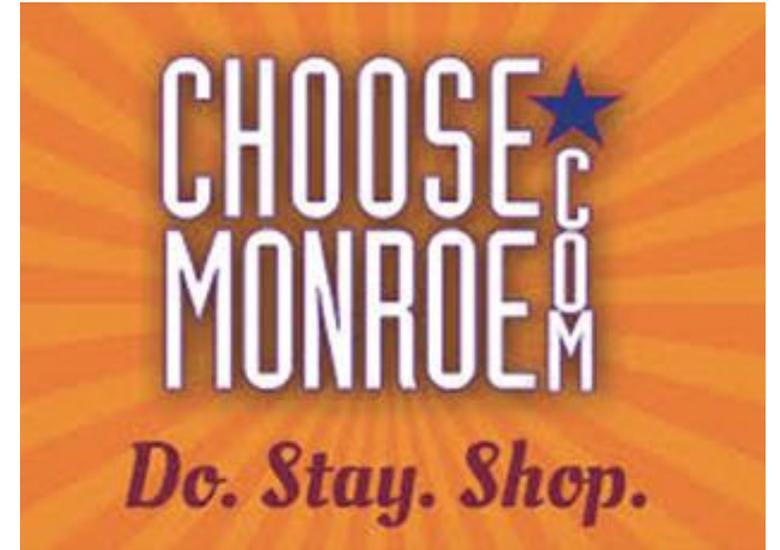
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NEXT MEETING THURSDAY, JULY 23, 2020

8:00AM-9:30AM

Zoom Meeting

