



Economic Development Advisory Board

Regular Business Meeting
Thursday, January 28, 2021, 8:00 AM
Zoom Online Meeting Platform

Voting Members
Allan Dye; Bridgette Tuttle;
Jacob Walker; John Whims; Katy
Woods; Liz Nugent;
Sally King
Ad-hoc Member
Janelle Drews

Page

1. CALL TO ORDER

1.1. Virtual Participation Information:

The City Council meeting will be held virtually via Zoom Meeting. Due to the COVID-19 pandemic, and [Proclamation 20-28.14](#) issued by Governor Jay Inslee, in-person attendance is not permitted at this time.

Join Zoom Meeting:

- Click link:
<https://us02web.zoom.us/j/87466082901?pwd=aDBlVW9lNm9CbHc1REtsTGJyNHE3QT09>
- Dial in: (253) 215-8782
- Passcode: 414796
- Meeting ID: 874 6608 2901

2. ROLL CALL

3. APPROVAL OF MINUTES

3.1. Minutes of the January 14, 2021 EDAB Meeting [January 14, 2021 EDAB Minutes](#)

3 - 6

4. DISCUSSION ITEMS

4.1. Update from Planning Commission meeting [Planning Commission Meeting](#)

7

4.2. DRAFT Human Services Downtown Business Flyer [City of Monroe DRAFT Human Services Business Flyer](#)

8 - 11

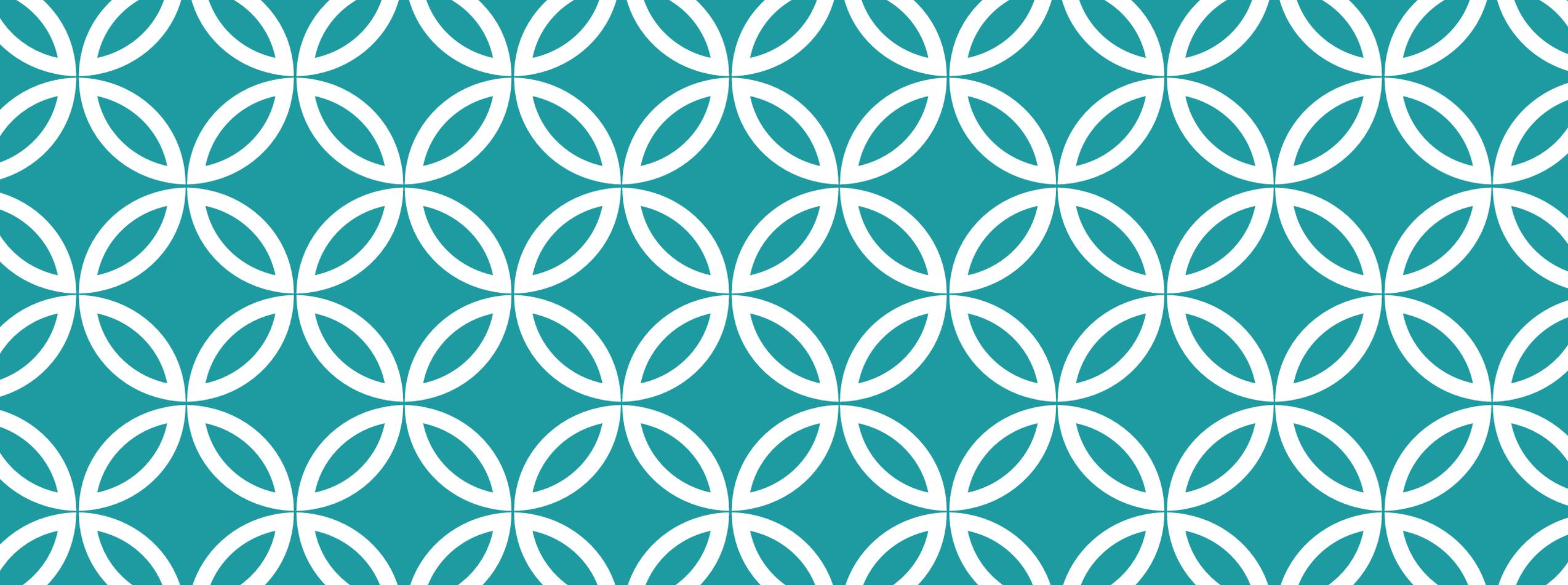
5. NEW BUSINESS

- 5.1. Finalize Subcommittee Meeting Schedule 12 - 13
[EDAB Subcommittees](#)
- 5.2. OPMA/PRA Training 14 - 15
[OPMA/PRA Training](#)

6. BOARD MEMBER REPORTS

7. ADJOURNMENT

- 7.1. Next Meeting - February 11, 2021 16
[Adjournment](#)



APPROVE MEETING MINUTES

January 14, 2021

Economic Development Advisory
Board

January 28, 2020

CALL TO ORDER

The January 14, 2021 Monroe Economic Development Advisory Board Meeting was called to order at 8:04 a.m.; Zoom Meeting Platform.

ROLL CALL

Members present: Allan Dye, Bridgette Tuttle, Jacob Walker, Katy Woods¹, Liz Nugent, and Sally King

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

Guests present: Spencer Cohen, Ph.D.

APPROVAL OF THE MINUTES

Board member Bridgette Tuttle made motion to approve the minutes of the December 10, 2020 meeting. The motion was seconded by Board Member Katy Woods. Motion carried 6-0.

DISCUSSION ITEM

A. Socioeconomic Baseline and Regional Demand Analysis

Mr. Palmer introduced and described the Socioeconomic Baseline and Regional Demand Analysis report, which was contracted for by the City in preparation for COVID-19 recovery. Mr. Palmer commented that the goal was to determine what data points will be considered and evaluated in order to make accurate recovery decisions.

Mr. Palmer introduced Spencer Cohen, Ph.D., founder and principal of High Peak Analytics, which produced the report. Mr. Palmer and Dr. Cohen commented that they will be introducing the report, detailing the components and findings, present the recommended strategies, and are seeking EDAB report on these elements.

Dr. Cohen commented that the goal of the socioeconomic baseline was to seek to understand the makeup of the City of Monroe through data. The findings are that Monroe is a retail and commercial hub for the Sky Valley region. Dr. Cohen also commented that people tend to think of Monroe as part of a larger recreational area, and suggests using the “basecamp” model to market Monroe within that region/area.

Dr. Cohen also introduced the four strategies detailed in the report:

1. Invest in signage and marketing materials to make travelers aware of downtown Monroe amenities
2. Invest in placemaking by integrating Monroe’s tourism attraction efforts within the larger context of the Snohomish & Skykomish River Valleys region
3. Invest in riverfront park access and amenities
4. Look at other models for repurposing vacant school buildings for tourism

¹ Board Member Woods exited the meeting at 8:36 a.m.

Board Member Tuttle thanked Dr. Cohen for his work on the report and his presentation to the EDAB. Board Member Tuttle commented that the recommended strategies are things that have been considered and discussed previously, but that this report provides validation for those opinions. Board Member Tuttle also commented that the riverfront has been a focus for many years, and recognizes the need for a larger variety of restaurants in Monroe.

Board Member Tuttle shared further agreement on the need for a destination hotel/spa, camping and unique park features, and repurposing of older/vacant buildings.

Board Member Dye expressed agreement on the need for a variety of restaurants, which was a recent topic of conversation amongst his family.

Board Member King agreed with Board Member Tuttle that the recommended strategies have been considered for many years, and thanked Dr. Cohen for identifying and verifying these needs. Board Member King commented that the opportunity to redevelop the former Monroe School District Administration building is a prime opportunity for the City.

Board Member Nugent agreed with the need for diversity of dining, and suggested the Stevens Pass Ski Area as a focus for the recommended signage and marketing efforts.

Board Member Walker commented that the Bothell McMenamins, which repurposed an old school building, sticks in his mind; he commented that while it doesn't have to be the McMenamins brand, a unique lodging facility in the downtown area would be a way to attract visitors off the highway.

NEW BUSINESS

A. Subcommittee Work Plans and Membership

Ms. Knight presented the staff-recommended work plans for the three subcommittees. The three subcommittees and their recommended work plans are:

- **Business Recruitment**
 - Annual Report, Business Survey, Recruitment & Retention strategies, North Kelsey development, and Economic Development webpage
- **Growth & Development**
 - Riverfront/Park Masterplan, Connecting the Downtown to the Riverfront, Development of a Community Hub Space, and undergrounding utilities
- **Tourism**
 - Lodging Needs Assessment, and Wayfinding/Gateway Sign Implementation

Ms. Knight asked board members to volunteer for the subcommittee(s) of their choice. Members in attendance volunteered for the following committees:

- Business Recruitment
 - Board Members Dye, Nugent, and Woods
- Growth & Development
 - Board Members Tuttle and Walker
- Tourism
 - Board Members Nugent and King

Discussion ensued regarding meeting times. Mr. Huebner commented that he will reach out to Board Member Whims to finalize his subcommittee assignment, and suggested the subcommittee schedule come back on the next meeting's agenda, once the memberships have been finalized.

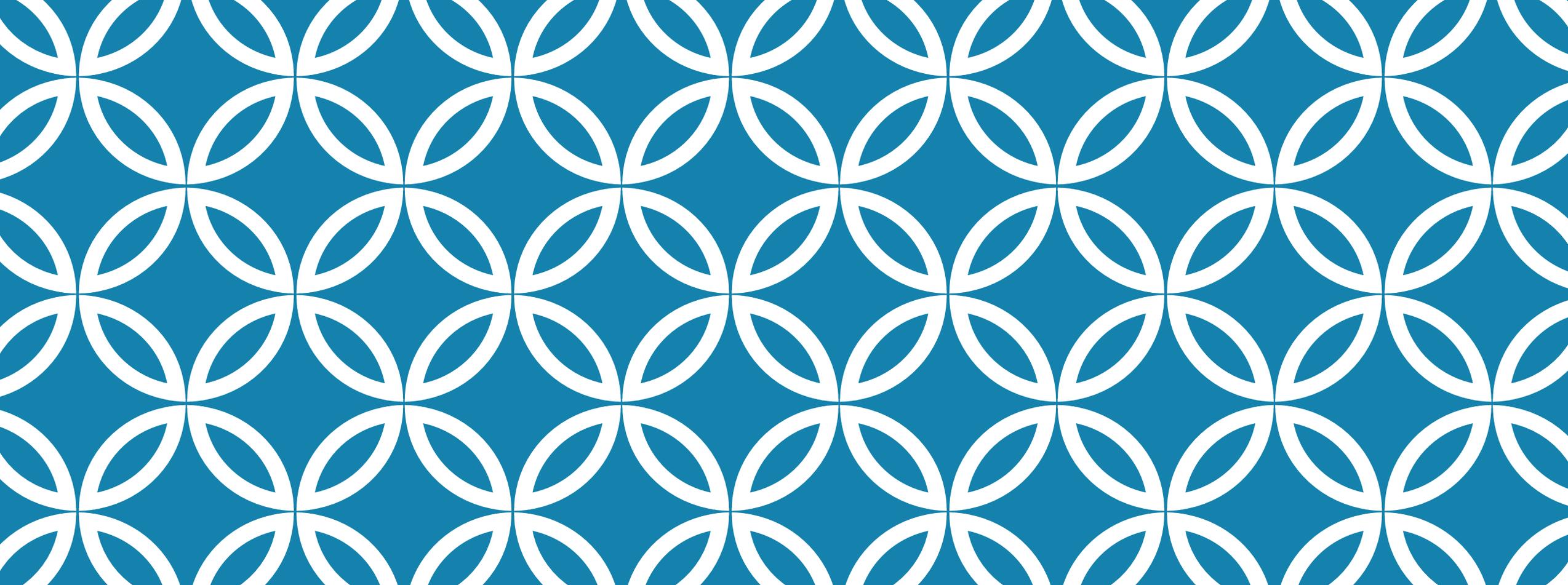
BOARD MEMBER REPORTS

Board Member Nugent commented that the City Council discussed submitting a request to Governor Jay Inslee that Snohomish County be separated from the Puget Sound Region as part of the Healthy Washington program.

ADJOURNMENT

The meeting adjourned at 9:26 a.m.

Deborah Knight, City Administrator

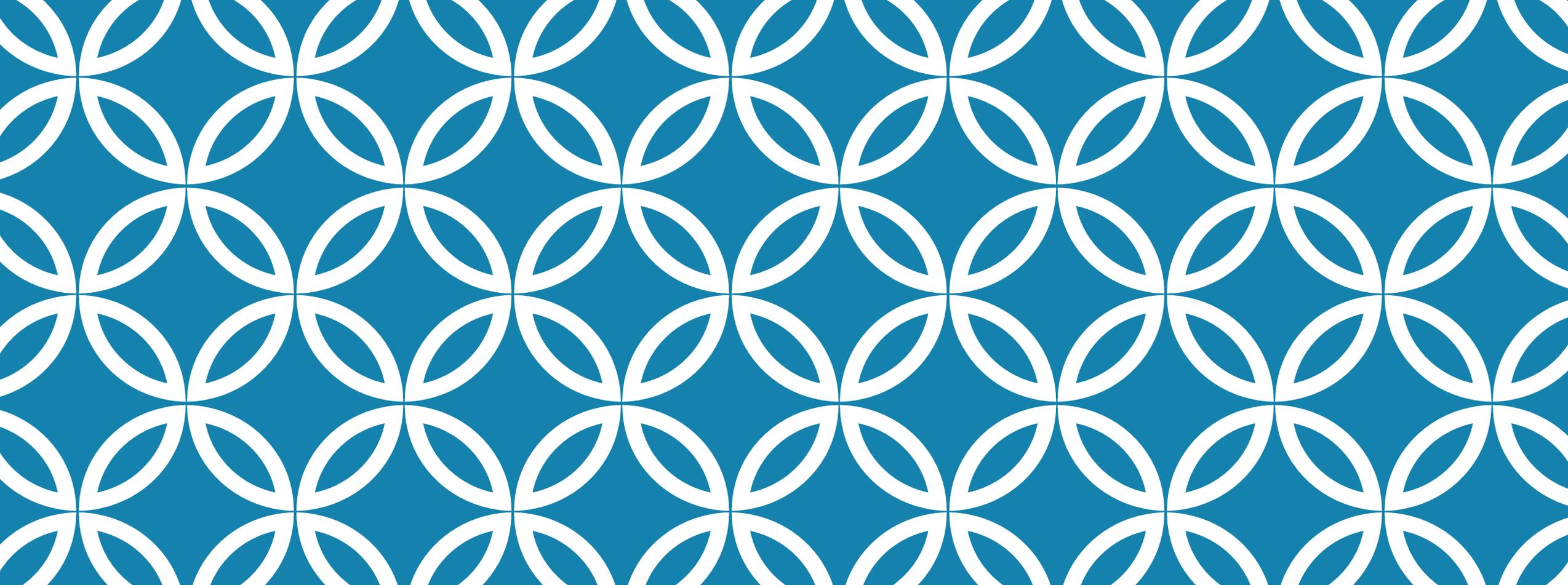


UPDATE FROM PLANNING COMMISSION MEETING

Economic Development Advisory
Board

January 28, 2021





DRAFT HUMAN SERVICES DOWNTOWN BUSINESS FLYER

Economic Development Advisory
Board

January 28, 2021



Human Services Flyer for Monroe Businesses

Draft Content for Review | December 16, 2020

Purpose & Context

The City aims to communicate proactively, clearly, and consistently with Monroe community members about homelessness. Below is proposed content for a flyer to be distributed to businesses.

Goals & Audiences

The flyer aims to help business owners and staff ...

- Understand what the City is doing to ensure public safety and to help people experiencing homelessness.
- Understand individual constitutional rights and the City's legal limitations.
- Feel acknowledged and know what to do if they ...
 - Feel unsafe.
 - Observe someone behaving erratically or aggressively.
 - Have asked someone to leave their business and that person has refused.
 - Want to help someone who does not have a home.
 - Are experiencing homelessness and need help.
- Understand the varied and systemic factors that can lead to homelessness.

Flyer Content

The next page includes content for the flyer. **Please note that this is NOT the final design.** It's just a mock-up to illustrate how the content could be organized and the photos included are just placeholders. Thoughts on the direction for the final design are welcome!



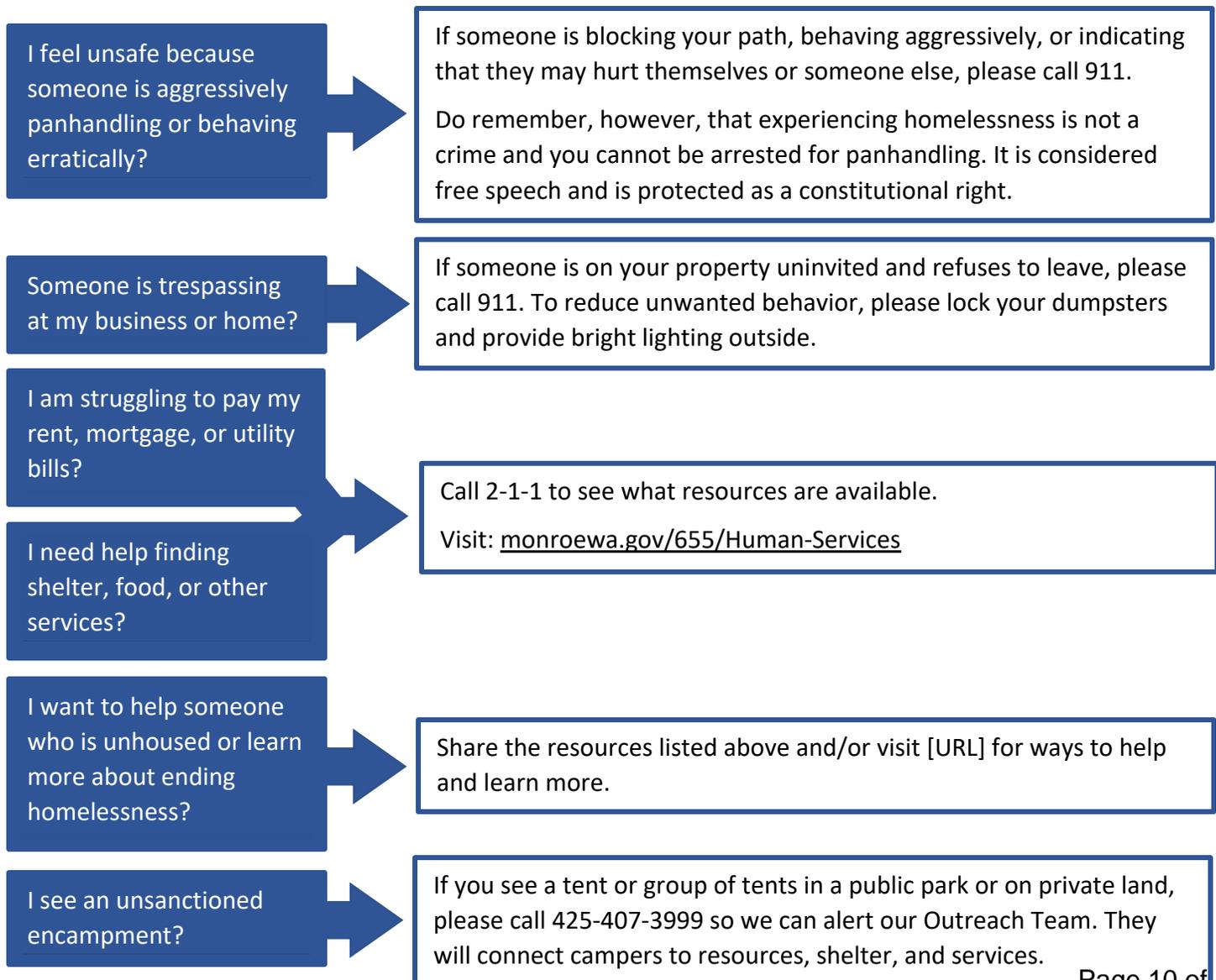
Monroe Human Services

Local businesses are an essential part of Monroe. **Thank you for being part of our City!** Times are over the top tough right now and we appreciate everything you have done to support our community, whether that's providing jobs, donating to those in need, or keeping the lights on to serve your neighbors.

At the City, we strive to support those who are struggling, including those who are unhoused or living with addiction. We know running a business can be hard – particularly in a pandemic – and it can be upsetting when someone is sheltering or asking for money near your business and you don't know what to do.

We believe every person in Monroe deserves to feel safe and supported, so here are some steps you can take.

What Do I Do If ...



Homelessness Response

Monroe is a community where people help each other, and together we can ensure we are all housed and have the resources we need to thrive.

Complex Roots

The first step in ending homelessness is understanding that the root causes are varied and complex. Some people lose their home because housing and living costs are rising faster than wages. Some fled domestic violence. Some got sick or hurt and could not work. Some struggle with addiction or their mental health. Some lost their job at time when they were living paycheck to paycheck. Many are affected by systemic economic or racial disparities. Many are still working. Some are visibly experiencing homelessness. Many are not.

All are part of Monroe.



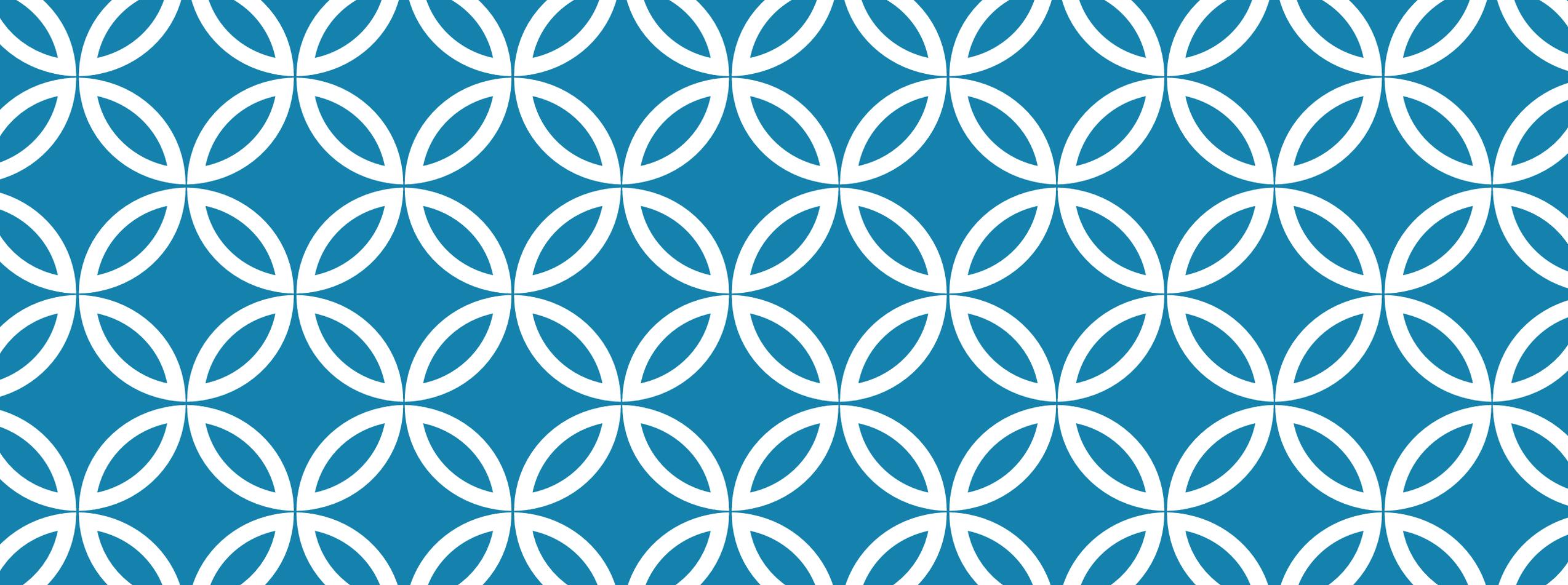
Helping hands and donations organized by Take the Next Step and the Sky Valley Food Bank

Current Efforts

The City's efforts aim to address the root causes of homelessness and meet the immediate needs of people experiencing homelessness.

- **Community Outreach Team:** Meets consistently with those experiencing chronic homelessness and connects them to resources, medical assistance, substance abuse treatment, and housing.
- **Community Relief Grants:** Provided to nonprofits serving Monroe's most vulnerable residents.
- **Central Coordination:** A dedicated consultant helps to ensure all local service providers – from food banks, to schools, to shelters, to rental assistance programs – are aligned in their efforts.
- **Community Human Services Advisory Board:** Represents a broad spectrum of lived experiences and advises the Mayor and City Council on solutions that support marginalized communities, unsheltered people, those experiencing poverty, or being adversely affected by crisis.

You can learn more about the City's efforts and how to help here: www.monroewa.gov/655/Human-Services



FINALIZE SUBCOMMITTEE MEETING SCHEDULE

Economic Development Advisory
Board

January 28, 2021



EDAB SUBCOMMITTEES AND WORK PLANS



Liz Nugent
Janelle Drews
Sally King

Tourism

Lodging Needs Assessment
Wayfinding/Gateway Signs



Allen Dye
Liz Nugent
Katy Woods

Business Recruitment

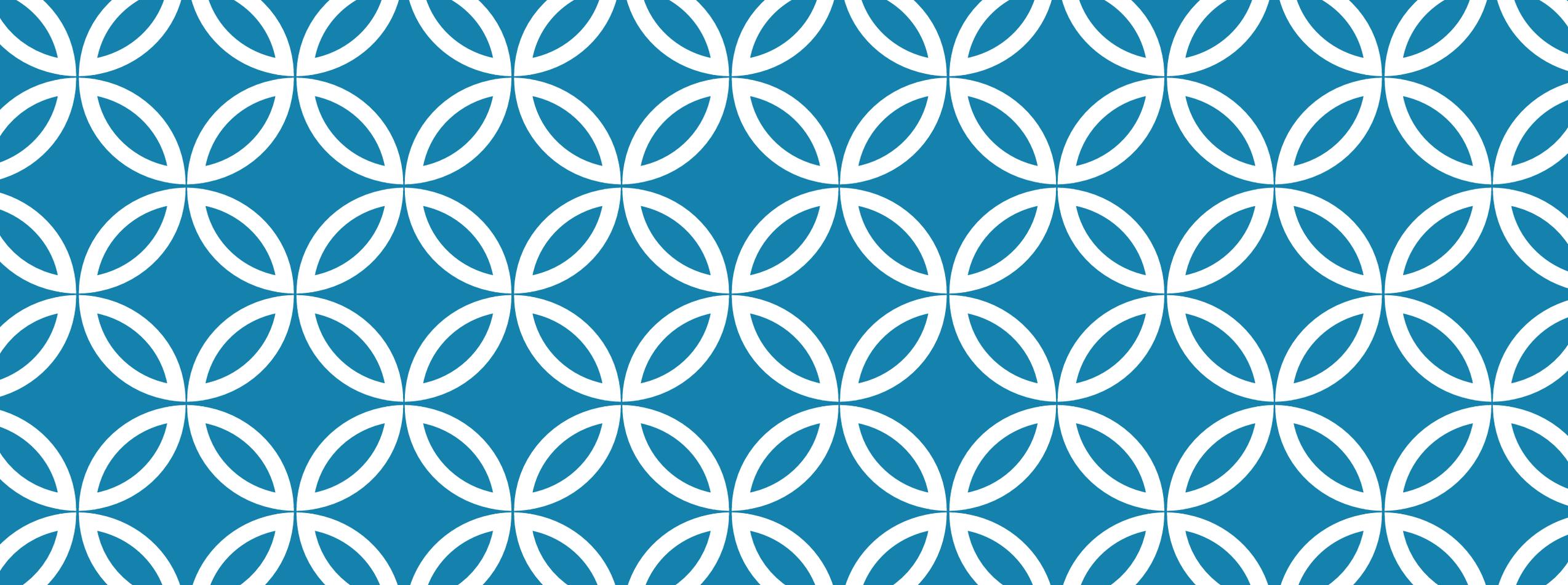
Annual Report
Business Survey
Recruitment & Retention
Strategies
North Kelsey (Tjerne Place)
Economic Development
Webpage



Bridgette Tuttle
Jacob Walker
John Whims

Growth & Development

Masterplan Riverfront Park
Connect Downtown to
Riverfront
Develop Community Hub
Space
Underground Utilities



OPMA/PRA TRAINING

Economic Development Advisory Board

January 28, 2021

OPMA/PRA TRAINING

- ❑ Open Public Meetings Act
 - ❑ Revised Code of Washington (RCW) Chapter 42.30
- ❑ Public Records Act
 - ❑ Revised Code of Washington (RCW) Chapter 42.56
- ❑ Per RCW 42.30.205, all members of governing bodies must complete OPMA training within 90 days of taking the oath of office or assuming duties
 - ❑ A refresher course is required every four years
- ❑ Recognizing the cost to state and local governments of violations of the OPMA and PRA, the “Open Government Training Act” was passed in 2014 requiring training in one or both laws.
- ❑ Links to trainings available on [City website](#)
 - ❑ OPMA Training: 45 minutes
 - ❑ PRA Training: 40 minutes



NEXT MEETING THURSDAY, FEBRUARY 11, 2021

8:00AM-9:30AM

Zoom Meeting

