



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 27, 2020 8:00 a.m. Emergency Mgmt. Conference Room

Call To Order

Roll Call

Approval Of Minutes

Meeting Minutes Of February 13, 2020

Documents:

[3A. MINUTES_02132020 EDAB.PDF](#)

Board Member Comments/Updates

BRRE Update

Wine Tasting Room Recruitment Letter

Documents:

[5A. RECRUITMENT LETTER TO WINTERY_TASTING ROOM BULLIT LIST W
MAP 020720.PDF](#)

Downtown Building Survey Update (James Palmer)

Old Business

Wayfinding Signs - Committee Feedback

Documents:

[6A. 2020.02.17_MONROE_GATEWAY_REVISIONS-01.PDF](#)

Draft Annual Report (James Palmer)

New Business

HPAC Recommendations (Deborah Knight)

Documents:

[7B. HOMELESSNESS RECOMMENDATIONS ONE-PAGE STAKEHOLDERS
012320.PDF](#)

Next Meeting - March 12, 2020

Business Survey Feedback - Action Items

Vision 2050

Upcoming - March/April

- Tour Wet Noses and Natural Factors (Janelle Drews)

CALL TO ORDER

The February 13, 2020 Monroe Economic Development Advisory Board Meeting was called to order at 8:04 a.m.; Council Chambers, City Hall.

ROLL CALL

Members present: Buse, Dye, King, Nugent, Tuttle, Woods. Ad-hoc Drews arrived at 8:05am.

Staff present: Palmer, Knight, Swanson and Shaw

APPROVAL OF THE MINUTES

Board member Sally King made a motion to approve the minutes of January 23, 2020. Motion was seconded by Board member Katie Woods. Motion carried 6/0.

BOARD MEMBER COMMENTS/UPDATES

Bridgette Tuttle asked for an overview of city magazine at the next meeting.

Janelle Drews shared that she is preparing for the Great Junk Hunt at the Fairgrounds. She is also working on a special event slated for September of a food-truck roundup of Monroe restaurants that will be held at the Fairgrounds. She also shared that an interview with King5 T.V. regarding the video made for the HGTV renovation project will be shown tonight or tomorrow, Friday, 2/14.

Administrator Knight presented the video made for the HGTV project. She explained that they will be adding to it with updates, etc. and it will be brought back to the board.

OLD BUSINESS

Survey Results Summary

Economic Development Specialist Palmer summarized the results of the Monroe Business Survey for the board. He explained that there will be follow up on action items such as holding open houses, training, etc. for business groups. The board felt that reporting back to the survey applicants was an important gesture and would show that the city is listening. A suggestion was made to hold a possible drawing for those that took the survey to promote continued interest.

Wayfinding Programming

Administrator Knight explained the information that has been gathered to construct the table of the Wayfinding Programming for Sign nomenclature. Additional items were requested to be added:

- Fairfield Park
- Cemetery
- Providence Medical Clinic (as a walk-in)
- Sky Valley Education Center

NEW BUSINESS

Food Truck Regulations

Community Development Director, Ben Swanson, explained the current code restrictions for mobile vendors. A code amendment is proposed to change those restrictions by amending the duration period that a mobile vendor truck is allowed on site. Discussed a sunset clause for those that are grandfathered in. This suggestion will be proposed to the Planning Commission and brought back to the board once completed.

Downtown Vacancies – Business recruitment, retention and expansion efforts

Economic Development Specialist Palmer, along with Administrator Knight, discussed the different businesses that have shown interest in locating in Monroe. Discussion among the board focused on outreach to building owners in the downtown district to be more involved with upkeep of their properties to attract new business owners.

2020 Work Plan

Administrator Knight provided updates for the 2020 EDAB work plan. There are updates that will be taking place as well as various tasks for board participation. Workforce housing was briefly discussed and ways to solicit for investor funding.

NEXT MEETING – February 27, 2020

A draft annual report will be continued to the next meeting from Economic Development Specialist Palmer.

Werner Paddles tour is coming up – Janelle Drews will be sending out an invite for time and date.

Brief discussion proposing sub committees.

UPCOMING MARCH/APRIL

Janelle Drews reported that the Wet Noses and Natural Factors dates for tours are still being determined.

ADJOURNMENT

The meeting adjourned at approximately 9:27 a.m.

Deborah Knight; City Administrator



Date

Recipient Name

Recipient Business Name

Business Street Address

Business City, Zip

Dear (Recipient Name),

As a member of the fast growing locally crafted food and beverage industry, I would like to invite you to explore Monroe, Washington as an opportunity for business expansion. With more than 1,000 active winery licenses, Washington is the second-biggest wine state in the country. The number of beer and craft distilleries continues to grow. With such a competitive landscape, finding new customers in an increasingly crowded market becomes critical for success.

Why Choose Monroe

Recent studies done for Snohomish County by consumer trend analysts *Arrivalist* reveals Monroe had:

- **Nearly 10,000 unique visitors in 2019 who traveled more than 10 miles;**
- **Each visitor spent on average 10.9 hours in Monroe;**
- **About 80% of these visitors traveled from Seattle/Tacoma;**
- **About 5.25% from Spokane;**
- **About 4.8% from Portland, Oregon.**

This data does not include Canadians who make up a portion of our tourism visitors.

Additional incentives:

- **Waiver of tenant improvement permit fees in the City's downtown;**
- **Waiver of sign permit fees in the City's downtown;**
- **Immediate availability of real estate accommodating to the unique footprint of a winery/tasting room;**
- **Dedicated Economic Development Specialist James Palmer, who can work with you to show you properties, discuss the benefits of operating a business in Monroe, and assist in any preliminary planning specific to your needs.**

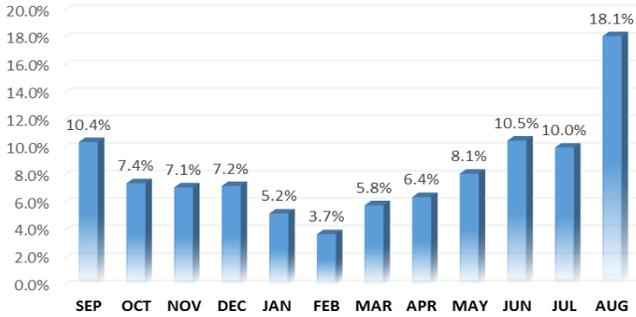
I would like to invite you to visit Monroe and see for yourself what our community has to offer. Monroe continues to develop its position as a commercial hub for the Sky Valley with new development and new residents fueling an unprecedented period of growth and seeking more options for entertainment and food choices. Along with new residents and the growing number of tourism visitors, these numbers show increasing traffic, higher demand for food/beverage choices, and solid prospects for those who wish to serve them.

With Best Regards,

Mayor Geoffrey Thomas

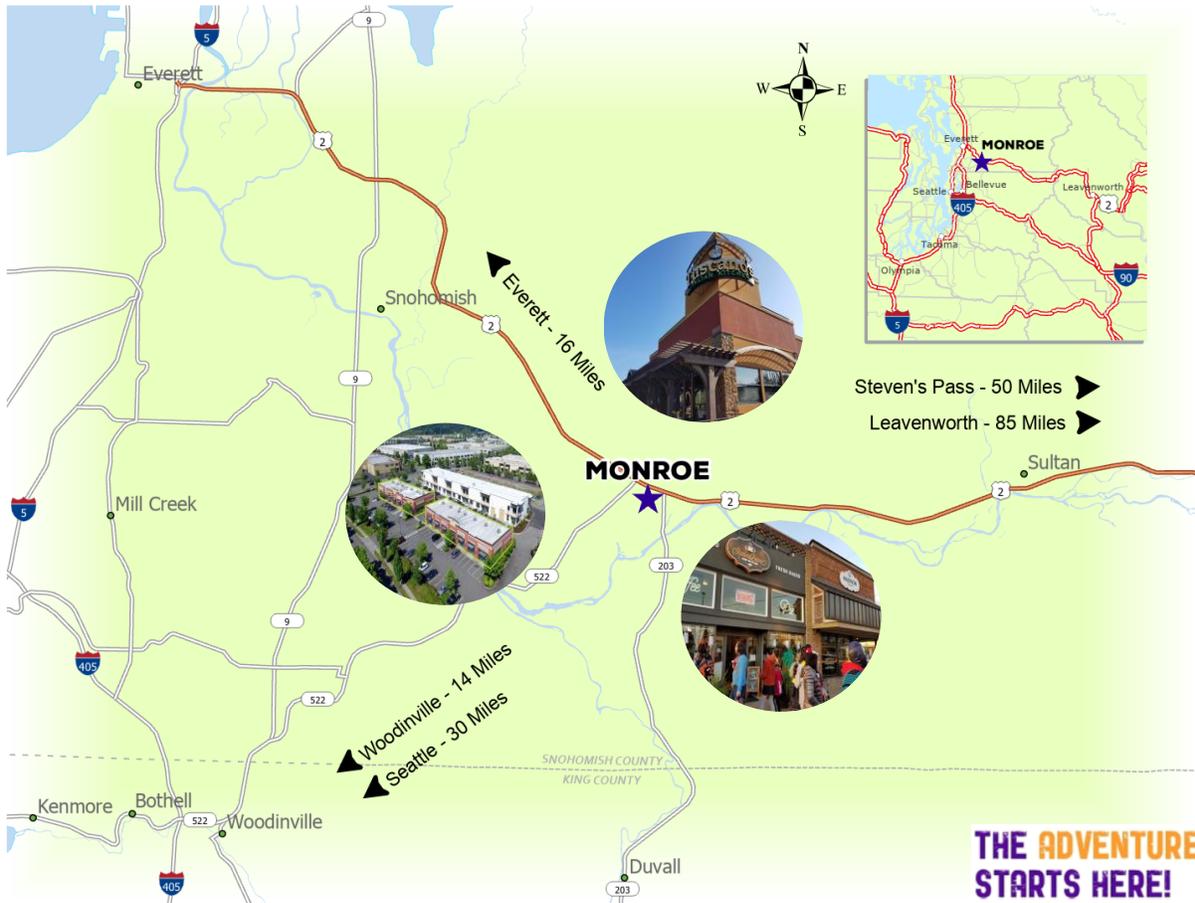
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10,000 Annual Visitors to Monroe



Top Origin Market Areas (DMAs) Based on Volume

Origin Metro Area	% Visits	Avg. Stay	Repeat Visits
Seattle/Tacoma	80%	7 Hrs 7 Mins	30.80%
Spokane	5.20%	15 Hrs 27 Mins	23.10%
Portland	4.80%	16 Hrs 19 Mins	28%
Yakima/Pasco	31.10%	13 Hrs 12 Mins	29.50%
Los Angeles	0.50%	17 Hrs	2%



THE ADVENTURE STARTS HERE!

56.6%



Same Day

43.4%



Overnight

**17 Hours
40 Minutes**



Avg Length of Stay
-Out of State-



Visitation Trends

When Snohomish
County is the Primary
Destination

10 hours spent in Monroe
18 hours spent in Snohomish
County

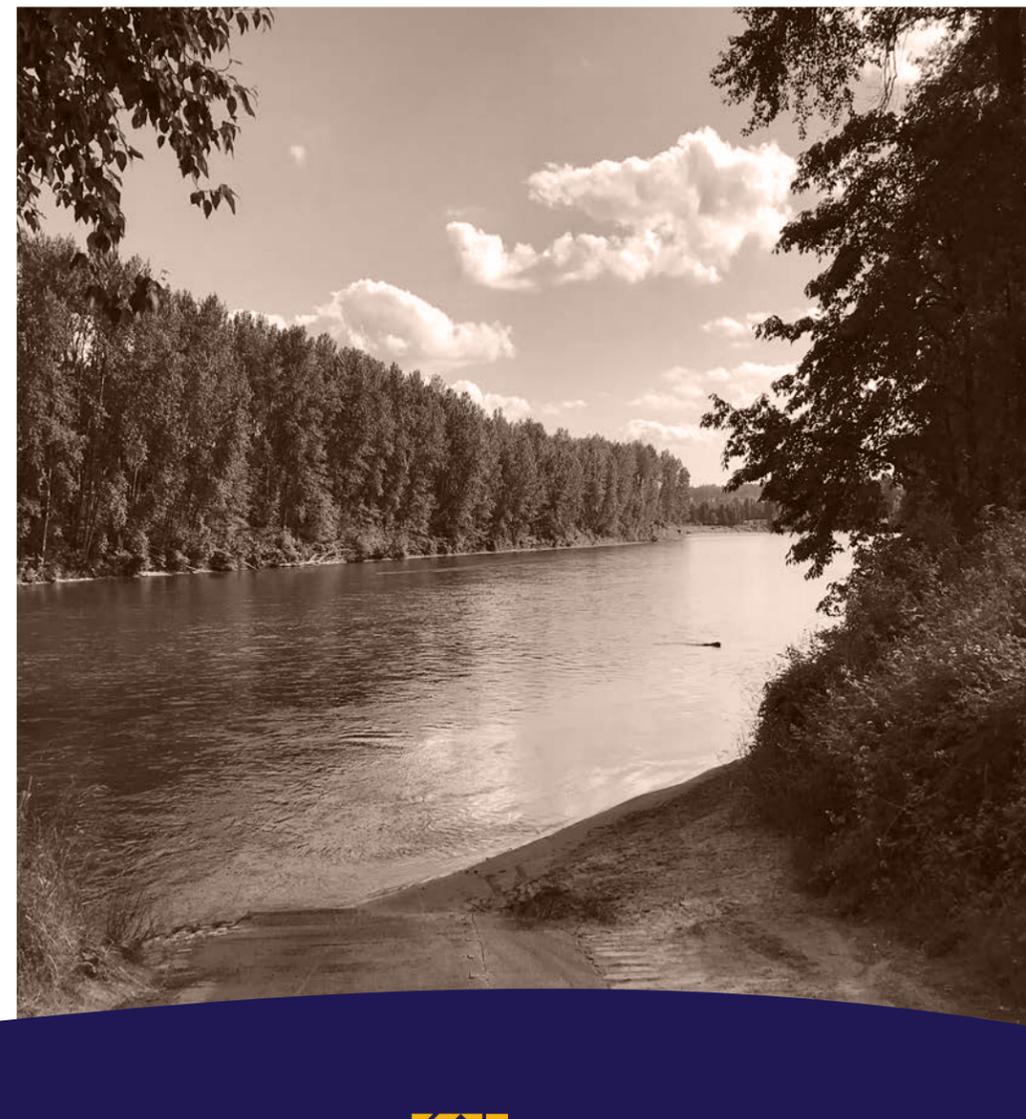
When Snohomish
County is the
SECONDARY
Destination

4 hours spent in Monroe
8 hours spent in Snohomish
County

CITY OF MONROE

GATEWAY SIGNAGE DESIGN REVISIONS 1

02/17/2020



INTRODUCTION

Tangram Design developed 7 different concept designs for the City of Monroe’s gateway at the roundabout located at the intersection of Main Street and the 522 exit ramp. Based on a meeting Tangram held with the committee on 01/23/2020, the design team was given specific design directions to move forward with as follows:

General Comments

- Lighting is essential, use lighting as a way to add color to designs. Ensure lettering can be seen at night either through lighter lettering or lighting
- Add “Washington” to signage
- Use landscape as an accent only, include designs that can stand alone without landscape incorporated into design
- Include texture and dimensionality in signage
- Show letterforms in stainless steel color
- Monroe’s history has a strong connection to the railroad. Incorporate elements that reflect this tie.

Concept #1, #2, #3, #5, #6

None of these concepts were liked by the committee so no further development was made to these options.

Concept #4

The committee liked some of the design elements in this concept. Further development was made on this design given the feedback supplied back. Revisions to this concept are provided herein.

- Likes: dimensionality and simplicity, symbols for mountains and river
- Dislikes: no taglines, mountains should more closely resemble our mountains, black lettering on black river symbols is too much, consider lighter lettering or blue river

Requested Revisions:

- Mountains look to much like rocks. Mountain shapes should be more angular and similar to the Cascade Mountains.
- Color is to southwestern and desert like. Look at colors that are more representative of the Cascades.
- Use type from concept 7.

Concept #7

The committee highly favored the design of this concept over the others. Further development was made on this design given the feedback supplied back. Revisions to this concept are provided herein.

- Likes: overall design, friendly and fresh feeling, two tone mountains, type
- Dislikes: the materials, no pipes, feels too industrial
- Requested Revisions:
 - Look at different material options
 - Don’t use wood for the Monroe letters. It creates too many lines.
 - Try brushed aluminum letters
 - Too monochrome

Tangram has made revisions to concepts 4 and 7.

Enclosed are the revisions to those concepts, per the comments supplied.

Please note that all designs will have lighting. Lighting may include internal lighting, back-lit, or external lighting so the sign can be seen in the day and night. Specific lighting options or designs will be determined at a later time, once a final design direction is selected.



Concept 4



Concept 7

CONCEPT 4 REVISIONS

Concept 4A

Revisions are as follows:

- Added more angles to the mountains
- Modified the color scheme to be less desert or southwestern in appearance. Additional color scheme options are shown on the following page.
- Changed font to match Concept 7
- Added the word "Washington"
- Letterforms changed to stainless steel color
- Wood element mimics railroad ties to add more connection to the city's railroad history (vertical orientation)



Concept 4A - Without Landscaping



Concept 4A - With Landscaping

Concept 4A - Color Options



Color Option 1

- Color scheme to mimic Cascade Mountains at dusk. Blue and purple colors are also similar to Monroe's logo colors.
- Dark wood
- Silver type



Color Option 2

- Color scheme to mimic Cascade Mountains in the distance
- Dark wood
- Silver type



Color Option 3 - Not Recommended

- Color scheme to mimic Cascade Mountains at dusk. Blue and purple colors are also similar to Monroe's logo colors.
- Light wood
- Blue type



Color Option 4 - Not Recommended

- Color scheme to mimic Cascade Mountains in the distance
- Light wood
- Blue type

Concept 4B

Revisions are as follows:

- Added more angles to the mountains
- Modified the color scheme to be less desert or southwestern in appearance. Additional color scheme options are shown on the following page.
- Changed font to match Concept 7
- Added "WA"
- Extended water element
- Letterforms changed to stainless steel color
- Wood element mimics railroad ties to add more connection to the city's railroad history (horizontal orientation)



Concept 4B - Without Landscaping



Concept 4A - With Landscaping

Concept 4B - Color Options



Color Option 1

- Color scheme to mimic Cascade Mountains at dusk. Blue and purple colors are also similar to Monroe's logo colors.
- Dark wood
- Silver type and water element



Color Option 2

- Color scheme to mimic Cascade Mountains in the distance
- Dark wood
- Silver type and water element



Color Option 3 - Not Recommended

- Color scheme to mimic Cascade Mountains at dusk. Blue and purple colors are also similar to Monroe's logo colors.
- Light wood
- Blue type and water element



Color Option 4 - Not Recommended

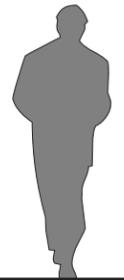
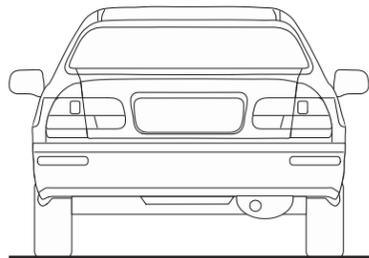
- Color scheme to mimic Cascade Mountains in the distance
- Light wood
- Dark blue type and water element

CONCEPT 7 REVISIONS

Concept 7A

Revisions are as follows:

- Changed the material of the "MONROE" type to brushed metal.
- Modified the color scheme of the "Mountains" to be less monochrome. The color scheme imitates the Cascade Mountains at dusk. The blue and purple colors are also similar to Monroe's logo colors.
- Added the word "Washington".
- Wood element and i-beam details mimic railroad ties and are added to create a better connection to the city's railroad history.



Concept 7A - Without Landscaping



Concept 7A - With Landscaping

Concept 7B

Revisions are as follows:

- The design of this option is very similar to Concept 7A. The only difference is the placement and size of the "Washington" panel.



Concept 7B - Without Landscaping



Concept 7B - With Landscaping

Concept 7C

Revisions are as follows:

- The design of this option is very similar to Concept 7B. The only difference is how the wood panels are connected. They are designed to resemble the detail of railroad spikes and ties.



Concept 7C - Without Landscaping



Concept 7C - With Landscaping

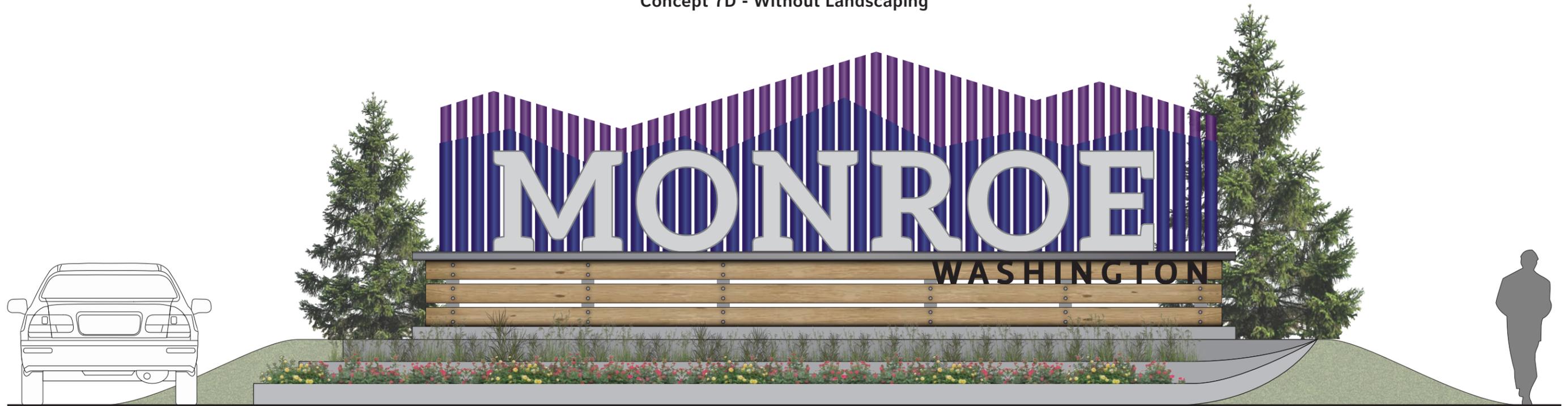
Concept 7D

Revisions are as follows:

- The design of this option is the same as Concept 7C, though the only difference is letters of "Washington" are pin mounted to the wood.



Concept 7D - Without Landscaping



Concept 7D - With Landscaping

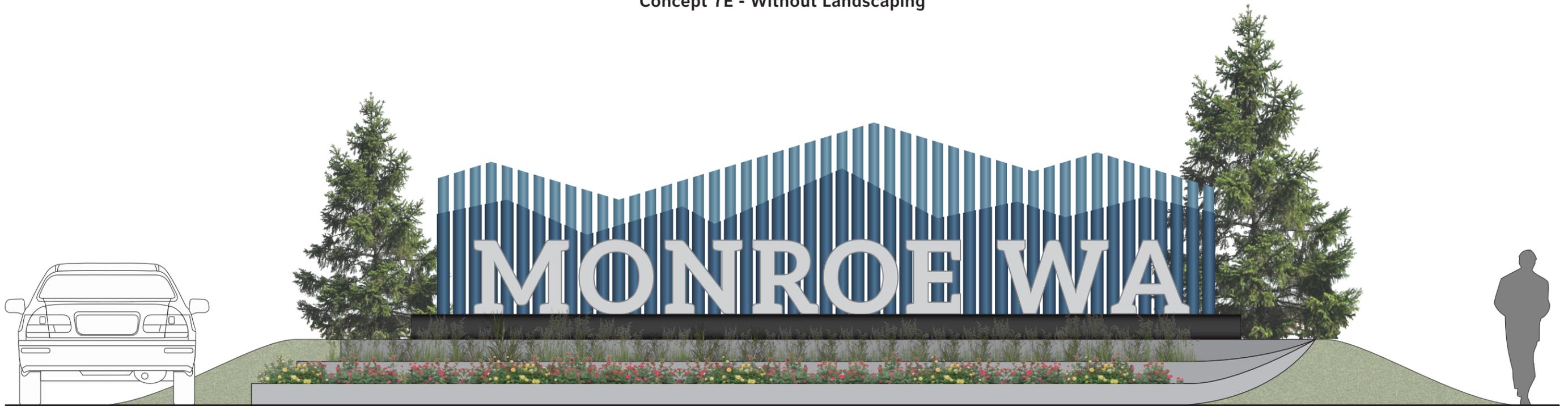
Concept 7E

Revisions are as follows:

- Changed the material of the "MONROE" type to brushed metal.
- Modified the color scheme of the "Mountains" to be less monochrome. The new colors are intended to create the depth of the Cascade Mountains.
- Added the acronym "WA".
- Added an i-beam element to the base to utilize a material and form that would create a connection to the city's railroad history.



Concept 7E - Without Landscaping

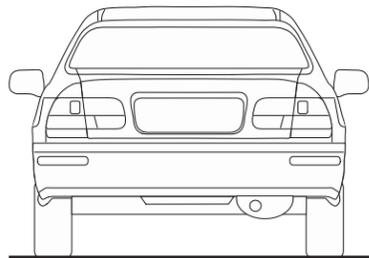


Concept 7E - With Landscaping

Concept 7F

Revisions are as follows:

- Changed the material of the "MONROE" type to brushed metal.
- Modified the color scheme of the "Mountains" to be less monochrome. The color scheme imitates the Cascade Mountains at dusk. The blue and purple colors are also similar to Monroe's logo colors.
- Added the word "Washington".
- Added an i-beam element to the base to utilize a material and form that would create a connection to the city's railroad history.



Concept 7F - Without Landscaping

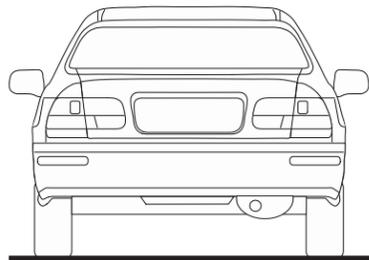


Concept 7F - With Landscaping

Concept 7G

Revisions are as follows:

- Changed the material of the "MONROE" type to brushed metal.
- Modified the color scheme of the "Mountains" to be less monochrome. The new colors are intended to create the depth of the Cascade Mountains.
- Added the word "Washington".
- Added an i-beam element to the base to utilize a material and form that would create a connection to the city's railroad history. An architectural perforated metal panel is added to the front of the i-beam to represent the Skykomish River and resemble the flow of water.



Concept 7G - Without Landscaping



Concept 7G - With Landscaping

Concept 7H

Revisions are as follows:

- The design of this option is the same as Concept 7G. The only difference is the color scheme.



Concept 7H - Without Landscaping



Concept 7H - With Landscaping

Concept 7I

Revisions are as follows:

- The design of this option is the similar to Concept 7H. The only difference is an architectural perforated metal panel is added to the front of the i-beam to resemble the flow of water and pattern on intersecting railroads.



Concept 7I - Without Landscaping



Concept 7I - With Landscaping

Concept 7J

Revisions are as follows:

- The design of this option is the same as Concept 7I. The only difference is the color scheme of the base.



Concept 7J - Without Landscaping



Concept 7J - With Landscaping



Homelessness Policy Advisory Committee Recommendations

What is HPAC:

The committee is an ad hoc advisory board formed by Mayor Thomas and confirmed by the city council in April 2019. The committee includes business owners, residents, and non-profit organizations.

Goal:

The committee's goal is to provide a forum for the coordination of information among local cities and stakeholders. Seek thoughtful, effective, and lasting solutions to address homelessness in our community, facilitate assistance to unsheltered persons. Provide recommendations to the mayor and city council.

HOUSING | PUBLIC SAFETY | POLICY/BUDGET | PARTNERS | SUPPORT SERVICES | PREVENTION

Recommendations of the HPAC

- Create a system of services that responds to the homeless crisis 24/7
- Create a coordinated homeless response center (one-stop-shop)
- Provide permanent temporary housing in the Sky Valley
- Establish a Sky Valley housing consortium
- Fund accessible mental and behavioral health, and addiction services
- Promote social service networks focused on youth and families
- Use technology for public safety and to protect infrastructure
- Implement community court
- Support funding for housing and mental health navigators
- Lobby legislators at all levels to increase funding for addictions and mental health treatment, affordable housing, job training and support services.
- Identify and lobby for new law enforcement strategies focused on personal accountability



What tools are needed now?

- Form Technical Advisory Team
- Service Mapping for One-Stop Shop
- Form Housing Consortium
- Implement Communications Plan
- Form the Ambassadors Group to share strategies



Homeless Policy Advisory Council Draft Recommendations

Public Safety

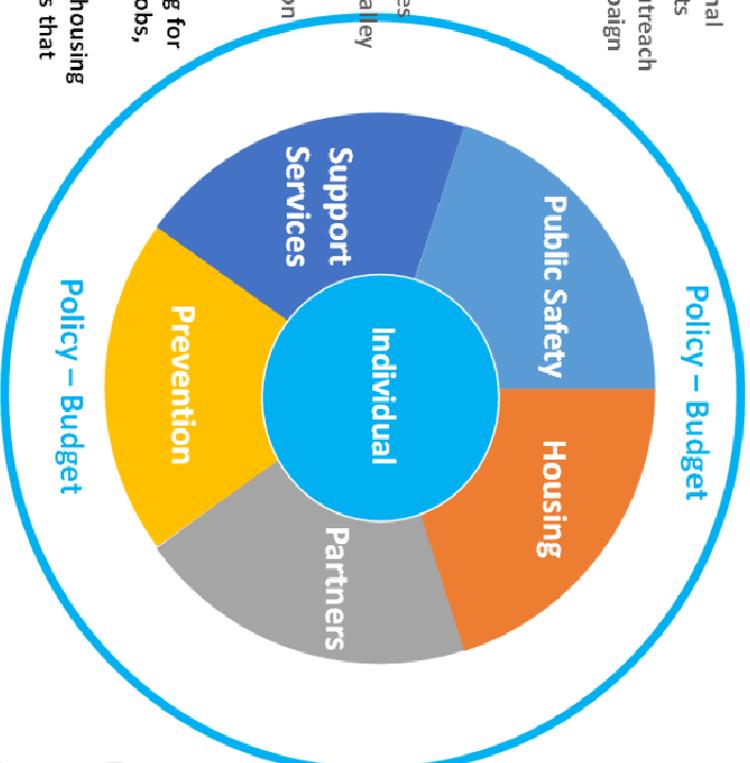
- Focus on Law Enforcement Strategies, Personal Accountability and Complies with Civil Rights
- Sustain Embedded Social Worker/Community Outreach Residential & Business Crime Prevention Campaign
- Implement Community Court
- Factual Data Collection /Analysis

Support Services

- Centralize and Provide 24/7 Support Services
- Increase Treatment Services in Monroe/ Sky Valley
- Create a Navigator to Coordinate Services
- Increase Accessibility to Public Transportation

Policy/Budget

- Lobby Legislators to increase the funding for treatment (mental health /addiction), jobs, housing, social services
- Include developers in providing affordable housing
- Lobby for new law enforcement strategies that focuses on personal accountability
- Enact HB 1406



Housing

- Establish Temporary Housing Facility with Secured Parking of Vehicle (RV) Parking
- Establish Sky Valley Housing Consortium Focused on Housing Resources
- Increase Alternative Housing for Adult Males, Youth and Families

Partners

- Create a Sky Valley Service Provider Network
- Involve Public Entities in Reducing Homelessness
- Education Campaign that Supports Affordable Housing, Job training and Treatment Resources

Prevention

- Educational Campaign About Homelessness
- Initiate a Residential & Business Crime Prevention Program
- Adopt/Fund Six-Year Plan for Implementing HPAC's Recommendations