



Economic Development Advisory Board

Regular Business Meeting
Thursday, March 11, 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](#)
- Dial in: (253) 215-8782
- Passcode: 414796
- Meeting ID: 874 6608 2901

2. ROLL CALL

3. APPROVAL OF MINUTES

- 3.1. Minutes from the February 25, 2021 EDAB Meeting 3 - 8
[Approval of Minutes](#)

4. DISCUSSION ITEMS

- 4.1. City of Monroe Demographic Analysis - Deborah Knight 9 - 16
[Demographic Analysis](#)
- 4.2. American Rescue Plan Funding Priorities - Rich Huebner 17 - 19
[Funding Priorities](#)

5. BOARD MEMBER REPORTS

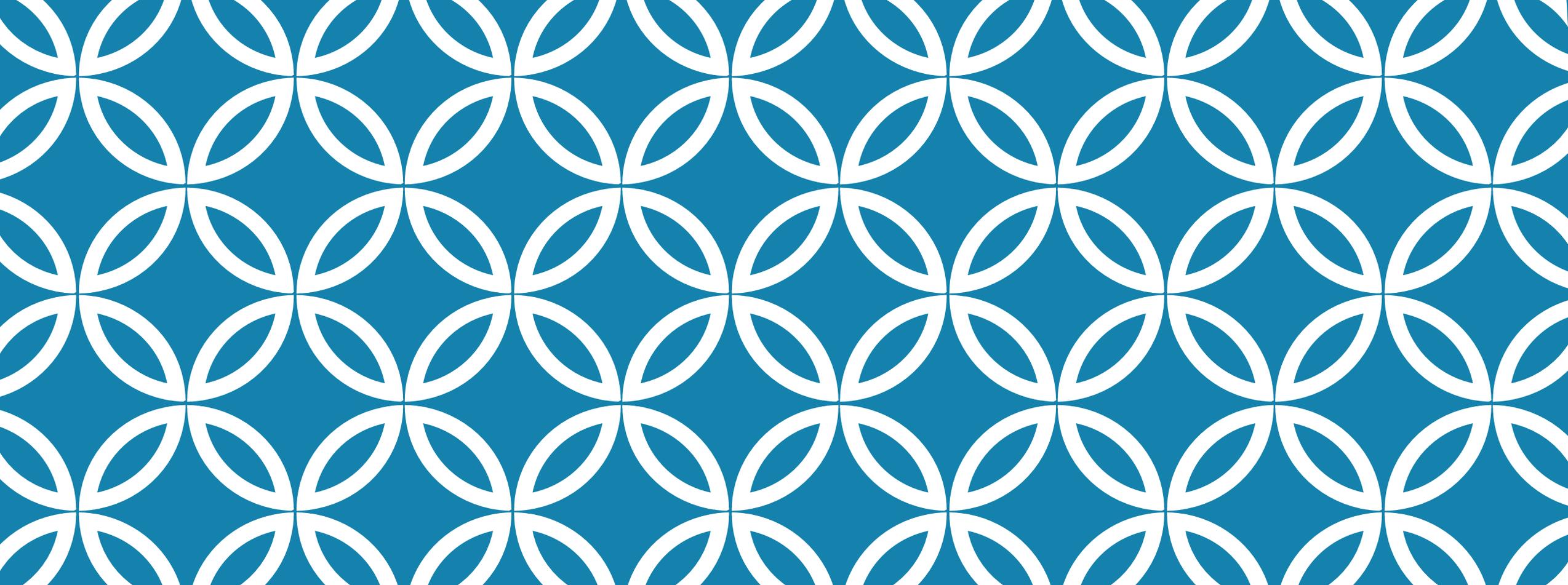
- 5.1. Board Member Comments and Updates 20 - 21
[Board Member Reports](#)

6. CITY / STAFF REPORTS

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[City Staff Reports](#)

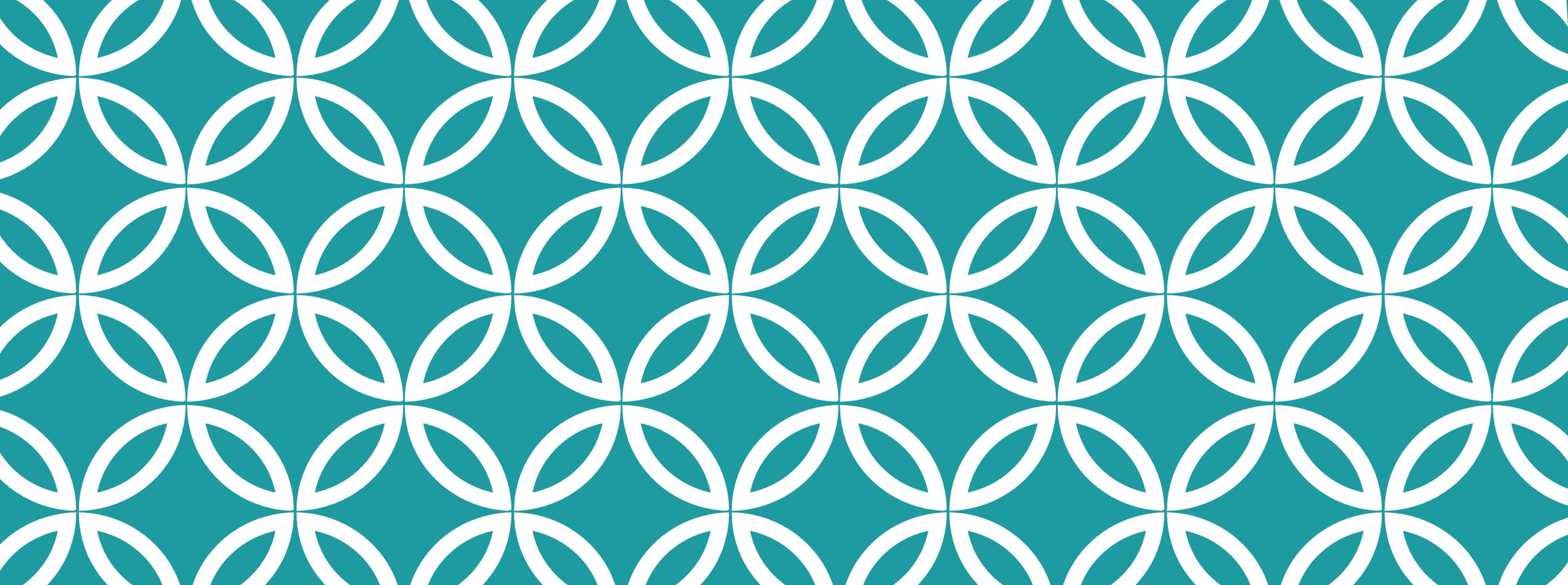
7. ADJOURNMENT

- 7.1. Next Meeting - March 25, 2021 at 8:00 a.m. 23
[Adjournment](#)



WELCOME

Economic Development Advisory
Board
March 11, 2021



APPROVE MEETING MINUTES

February 25, 2021

Economic Development Advisory
Board

March 11, 2020

CALL TO ORDER

The February 25, 2021 Monroe Economic Development Advisory Board Meeting was called to order at 8:03 a.m.; Zoom Meeting Platform.

ROLL CALL

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

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

APPROVAL OF THE MINUTES

Board Member Bridgette Tuttle made motion to approve the minutes of the February 11, 2021 meeting. The motion was seconded by Board Member Sally King. Motion carried 7-0.

DISCUSSION ITEMS

A. Imagine Monroe Update

Ms. Knight described the purpose of the Imagine Monroe Visioning Project, which is to review and potentially update the vision, mission, and core values statements of the City. Ms. Knight commented that this process came out of a recommendation by the EDAB, which struggled to identify and prioritize economic development investments due to a lack of aspirational goals/vision statement(s).

Board Member Whims asked when these statements were last updated. Ms. Knight commented that these statements are generally reviewed during the Comprehensive Plan updates, which are currently on an 8-year cycle, with the next update scheduled for 2023; Mr. Swanson commented that he anticipates this eventually shifting to a 10-year cycle.

Ms. Knight commented that this project was originally planned for 2020 before the pandemic, was paused, and then brought back at the end of 2020 as the City became more comfortable with virtual engagement. The Imagine Monroe Sounding Board was formed in late 2020, and includes members with a variety of lived experience.

Community engagement efforts are planned to begin in May and end in July. Engagement will include a survey, direct mail, and social media. Engagement will be planned to include long-term residents, new residents, and Latinx members of the community.

Draft results and statements will be presented to the Sounding Board following that effort, and will then be presented to the City Council in August to correspond with the City budget process. Envirolssues has been contracted to assist the City in this effort.

Board Member Tuttle commented that the last Comprehensive Plan update was a difficult process which stalled due to staff changes, and that the Planning Commission became frustrated by a sense of getting nowhere. Board Member Tuttle commented that defined vision, mission, and core values statements will significantly assist the City in this upcoming process. Board Member Woods commented that she was part of the last update from the community side, and she experienced the same frustrations as shared by Board Member Tuttle.

Board Member King asked who the members of the Sounding Board were; Mr. Huebner shared the membership list.

Ms. Knight commented that she will provide the EDAB monthly updates on the process.

B. Parks, Recreation and Open Space (PROS) Plan Update

Mr. Farrell provided a report on the PROS Plan Update process. Mr. Farrell commented that the plan identifies priorities, funding options, and tourism opportunities for the City, as well as the City's needs in regards to park facilities, trails, events, and recreation services. Such a plan is required by the state, and to be updated every six years, in order for the City to be eligible for grants that support parks and recreation. This work is anticipated to be completed and adopted in January 2022.

Mr. Farrell detailed the results of the PROS Plan survey, which was the first step in the process. 996 responses were received, approximately three times as many as the last plan update. Key takeaways from the survey are:

- Residents indicated a priority for walking and biking path construction. Current connections are satisfactory, but respondents would like more added.
 - A priority here would be connections to the Centennial Trail and Snoqualmie Valley Trail.
- Residents are less than satisfied with current river access. A river walk connecting Al Borlin Park, Sky River Park, and the Cadman site to each other and to downtown is desired.

Board Member Whims commented that a connection to the Centennial Trail should be priority, and is strongly supported by the biking community. Mr. Farrell commented that the County has a plan for such a connection, but no current funding. The City is in a position of advocacy for such a project, and the Mayor, City Administrator, and City Council are supportive of such advocacy. Ms. Knight commented that successful advocacy of this project will involve a diverse group of people, and that County elected leaders need to hear that it is a priority of their constituents. Board Member Whims inquired about a cost estimate; Mr. Farrell commented that \$1 million per mile was the estimate approximately six years ago.

Survey results also showed a desire for unique play features and water plan, with respondents excited for further development at Lake Tye Park and the Cadman site, which the City is in the process of transferring to City control.

In regards to funding, Mr. Farrell commented that survey results indicate a little more than 50% of respondents indicated support for a bond measure, and that approximately 75% indicated a desire for parks funding to increase. Mr. Farrell commented that the COVID-19 pandemic has seemingly impacted the recognition of the value of parks in the last year.

Board Member Whims commented that he supports everything presented thus far; Board Member Whims also asked about current efforts and future plans for park security. Mr. Farrell commented that the maintenance and operations segment of park management is so critical, but difficult to fund. Mr. Farrell commented that Ms. Knight has been instrumental in advocating for sustainable parks funding sources, and that the City recognizes the importance of safe park facilities. Mr. Farrell commented that the City has made good progress in increasing security in parks, and have applied for a grant that, if awarded, will be used to purchase motion-activated surveillance equipment that the Police Department can utilize to receive notice of and respond to after-hours activities in City parks.

Board Member King asked if taxes that support development and maintenance of parks are collected from outside the City limits. Mr. Farrell commented that only taxes collected from within the City limits fund the City budget.

BOARD MEMBER REPORTS

Board Member Nugent commented that local banks continue to promote Paycheck Protection Program (PPP) opportunities, and that the application process has been smoother than the last time, based on her conversations with her business clients.

Board Member Woods echoed Board Member Nugent's comments regarding PPP, and that the Small Business Administration recently issued new rules that, through March 6, applications will only be accepted from businesses with less than 20 employees. Also, for Schedule C businesses, the calculation has been changed to base eligibility on gross profit rather than net profit.

Board Member Woods also commented that the Monroe Schools Foundation fundraiser, the organization's only fundraiser of the year, is coming up; the Foundation supports food pantries, emergency needs, and scholarships.

Board Member Walker inquired if a new bond has been considered, and asked if the most recently issued City bond had been retired; Ms. Knight commented that the North Kelsey debt was retired in September 2020.

Board Member King asked if there had been any news on a potential Phase 3 with COVID numbers trending downward. Ms. Knight and Mr. Palmer both commented that they had not heard any updates on Phase 3.

Mr. Palmer commented that the shift from net income to gross impact will significantly help small businesses, which often invested profits back into the business itself, and that such businesses were previously eligible for little to no PPP funding.

Mr. Palmer also encouraged members to consider what projects they would recommend for future state and/or federal funding that may come. Specifically, projects that will aid recovery, create jobs, and aid economic development.

Board Member Tuttle asked if potential grant programs offered with such funding would be able to be offered to building owners for improvements. Mr. Palmer commented that we don't know the guidelines yet beyond state constitutional guidelines, and that the stimulus currently being considered will likely be the last.

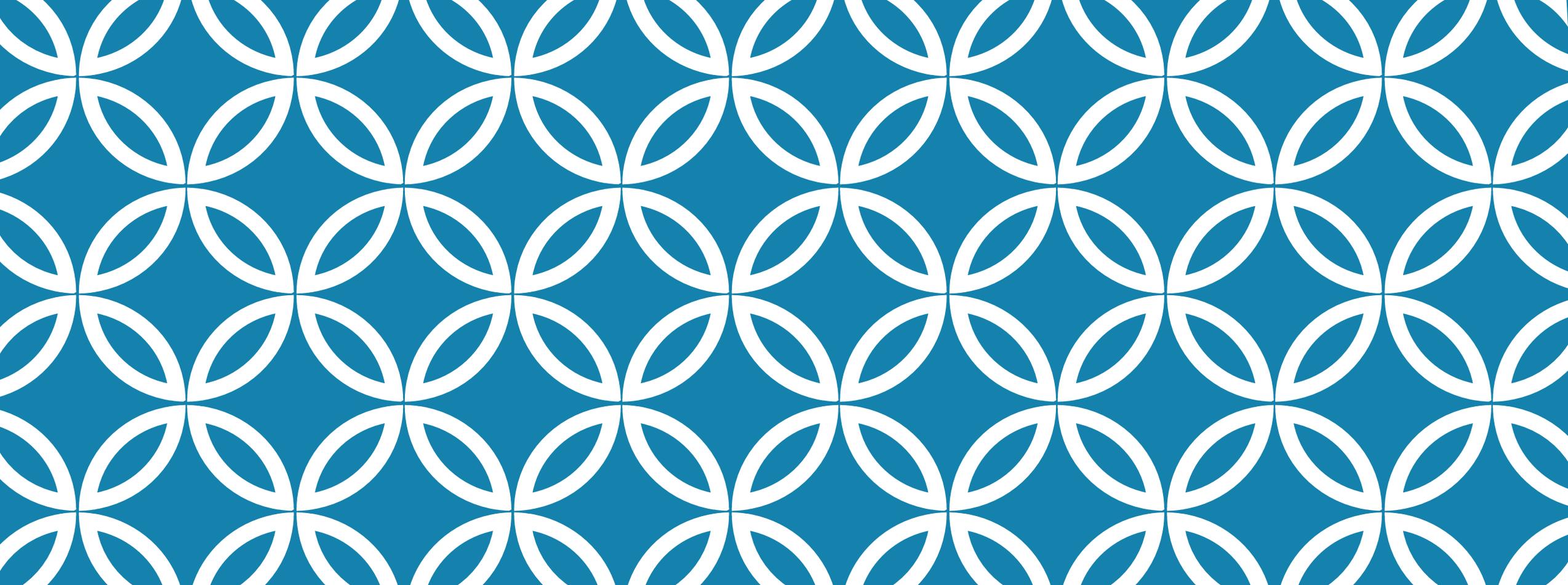
Board Member Whims commented that he heard a report that the vaccine may be widely available by April. Mr. Palmer commented that he's heard similar, but he is being conservative with his estimates.

Ms. Knight asked if the board members would be interested in having an update from Dr. Justin Blasko about what's going at the School District, and how the City and district can partner on economic development activities? Consensus was that such an update would be of interest to the members.

ADJOURNMENT

The meeting adjourned at 9:24 a.m.

Deborah Knight, City Administrator



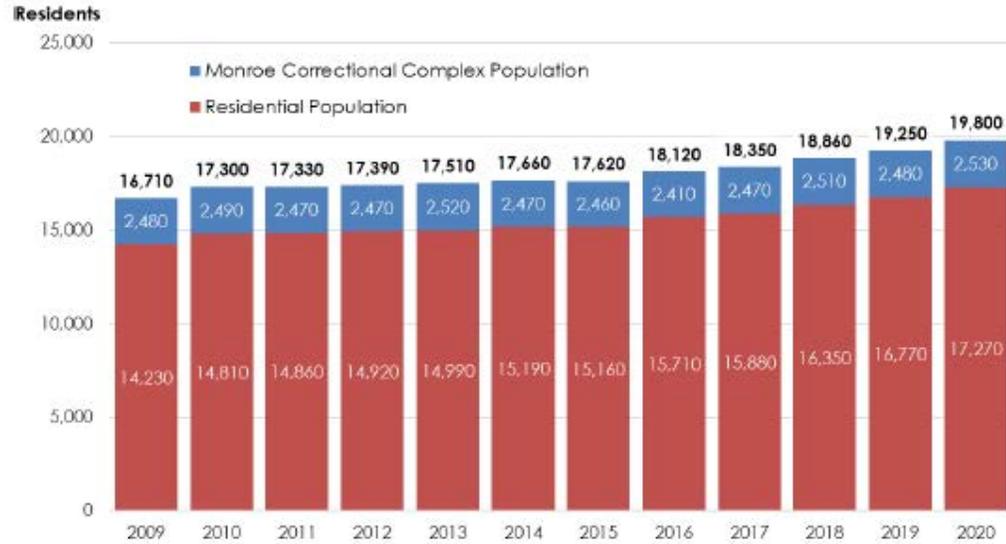
CITY OF MONROE DEMOGRAPHIC ANALYSIS

Economic Development Advisory
Board
March 11, 2021



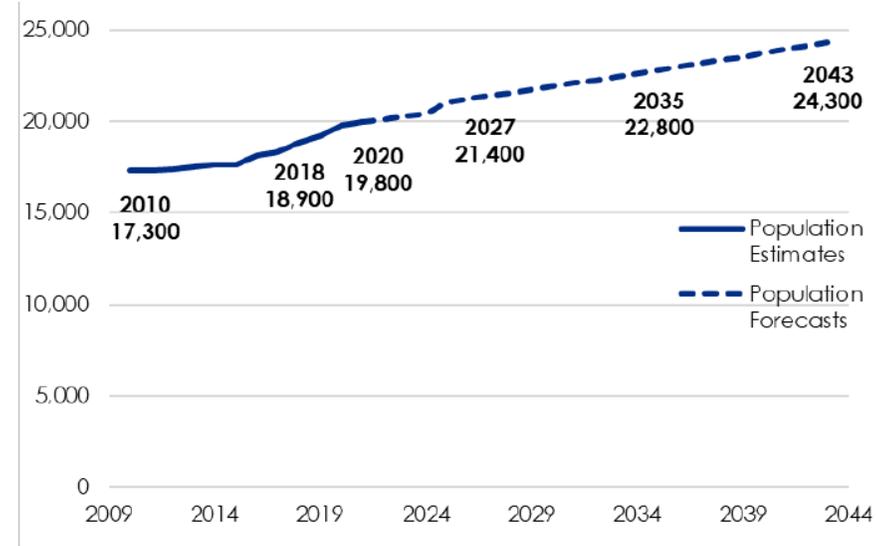
Monroe by the Numbers





Data sources: Washington State Office of Financial Management (2020); Washington State Department of Corrections (2021).

Exhibit 1. City of Monroe Population, 2010-2043



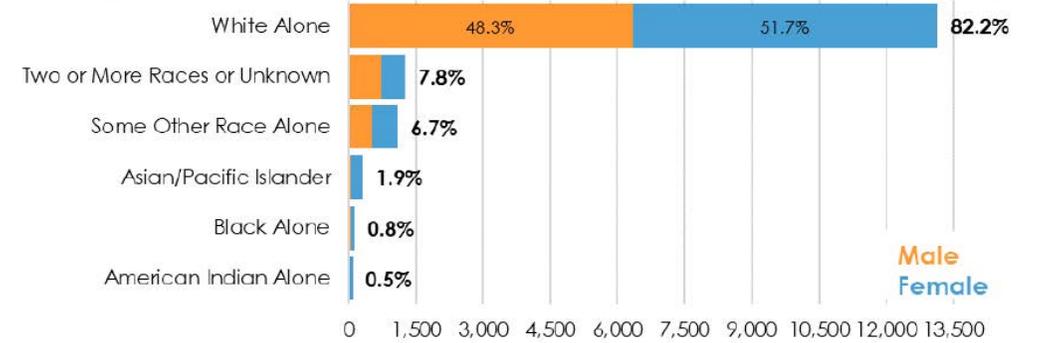
Sources: Washington State OFM, 2020; PSRC, 2020; Community Attributes Inc., 2020.

Population and Housing

Exhibit 9. Estimated Monroe Non-Inmate Demographic Composition by Age, 2018

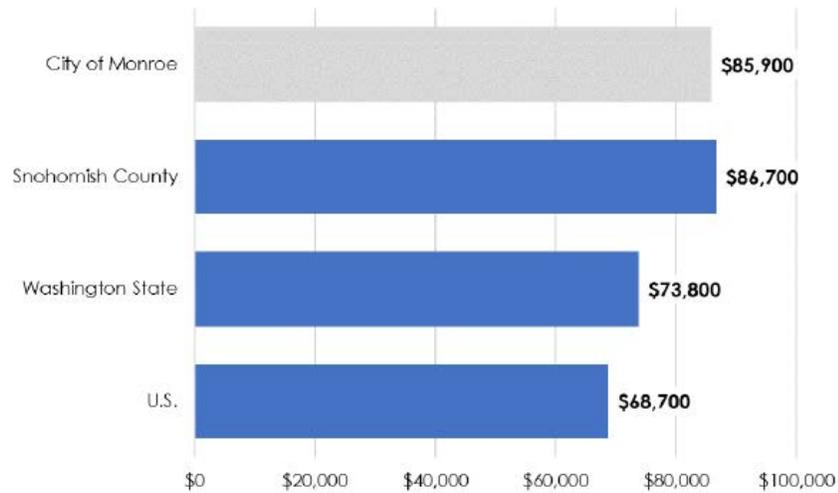


Exhibit 10. Estimated Monroe Non-Inmate Demographic Composition by Race, 2018



Age and Race

Exhibit 12. Median Real Household Income, City of Monroe, Snohomish County, Washington State, U.S., 2019



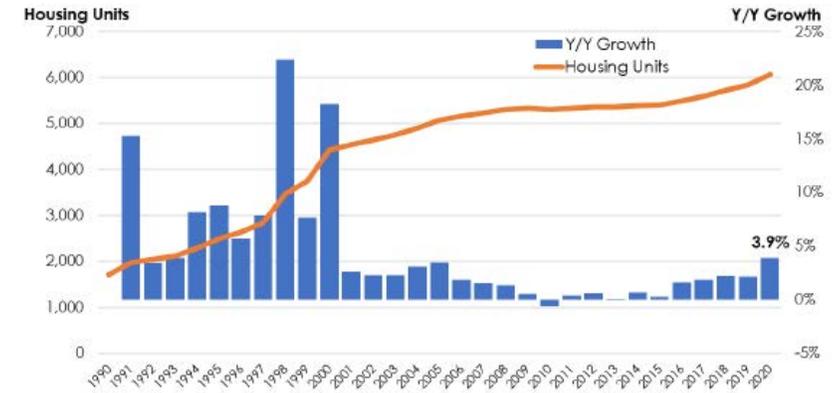
Data source: U.S. Census Bureau (2020).

ZIP	CRID	Median Income	Median Home Value	Median Age
98272	C001	\$64,017	\$359,000	55
98272	C002	\$56,500	\$402,000	52
98272	C003	\$58,000	\$385,000	53
98272	C004	\$72,100	\$398,250	51
98272	C005	\$96,000	\$427,000	50
98272	C006	\$115,000	\$446,000	49
98272	C007	\$96,000	\$435,000	50
98272	R003	\$104,000	\$454,000	54
98272	R007	\$121,600	\$489,000	49
98272	R009	\$115,000	\$612,000	47

Income and Employment



Exhibit 9. Housing Units (#) and Change Year-over-Year (%), City of Monroe, 1990-2020



Data source: Washington State Office of Financial Management (2020).

Building Permits and Housing Units

CURRENT PLATS

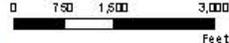
Plats 10 lots or greater	
Final Plats - Recorded	
Name of Plat	# Lots
A Bear Mountain Estates Phase 2	15
B Belmont Terrace	19
C Eaglemont DUKLOA IV	115
D Eaglemont DUKLOA V	42
E Eaglemont DUKLOA VI	16
F Earth Cove	88
G Malbrook Townhomes	18
H Sweetstar	100
I Skycoft	26
Preliminary Plats - Approved	
Name of Plat	# Lots
J Blueberry Meadows	29
K Foxborough	18
L Kestrel Ridge	31
M Stanton Station	22
N Woods Creek Highlands	24
Preliminary Plats - In Review	
Name of Plat	# Lots
O Garbaldi	61
P Eaglemont DUKLOA VII	46

CURRENT SHORT PLATS

Short Plats 9 lots or less	
Final Short Plats - Recorded	
Name of Short Plat	# Lots
Q 1007	5
Preliminary Short Plats - In Review	
Name of Short Plat	# Lots
R Cottler	7
S Safe Harbor	2
Preliminary Short Plats - In Review	
Name of Short Plat	# Lots
T Safe Harbor	9

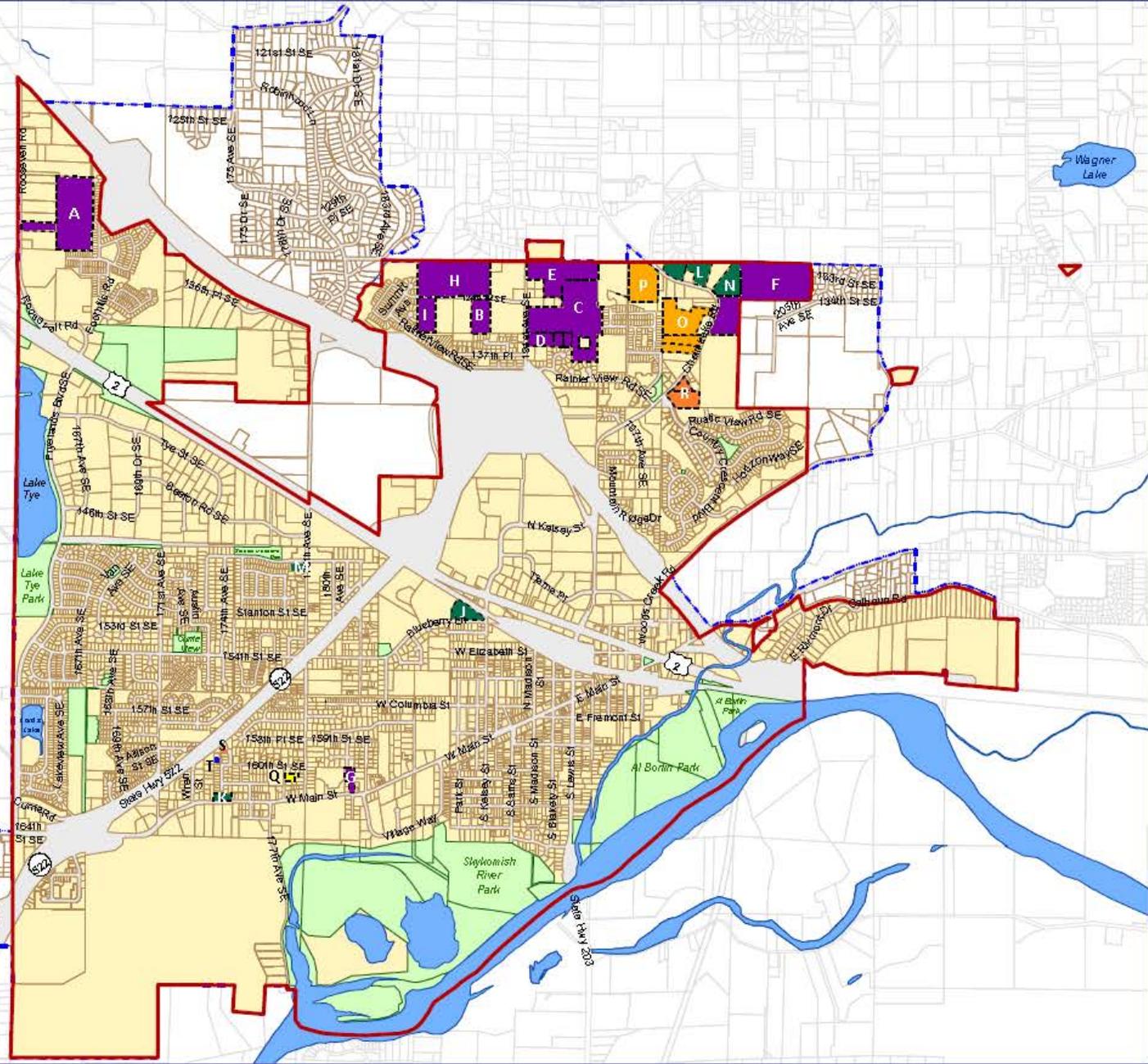
BOUNDARIES

- Monroe City Limits
- Urban Growth Area
- Parks
- Streets



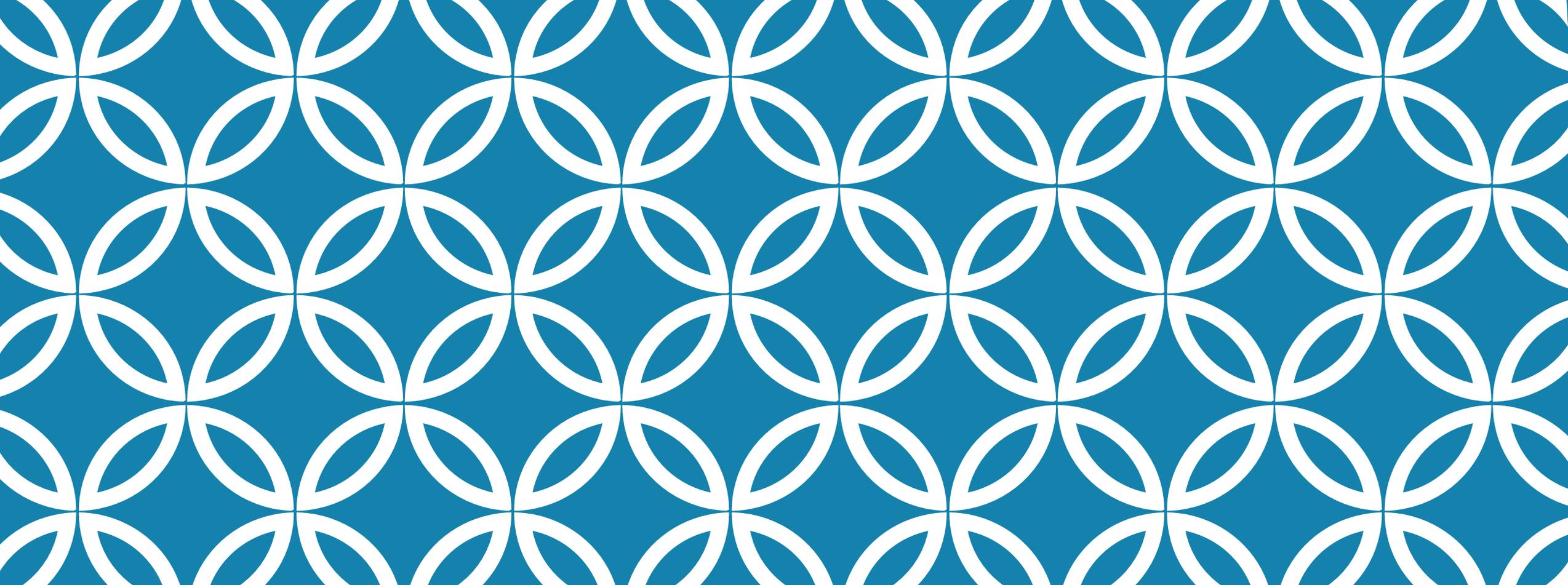

Map data shown is the property of the City of Monroe and Snohomish County. Inaccuracies may exist and the City of Monroe and Snohomish County imply no warranties or guarantees regarding any aspect of data depiction. No real estate decisions are to be made using this map. Please contact the City of Monroe Community Development Department to verify the designation(s).

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Questions





AMERICAN RESCUE PLAN FUNDING PRIORITIES

Economic Development Advisory
Board

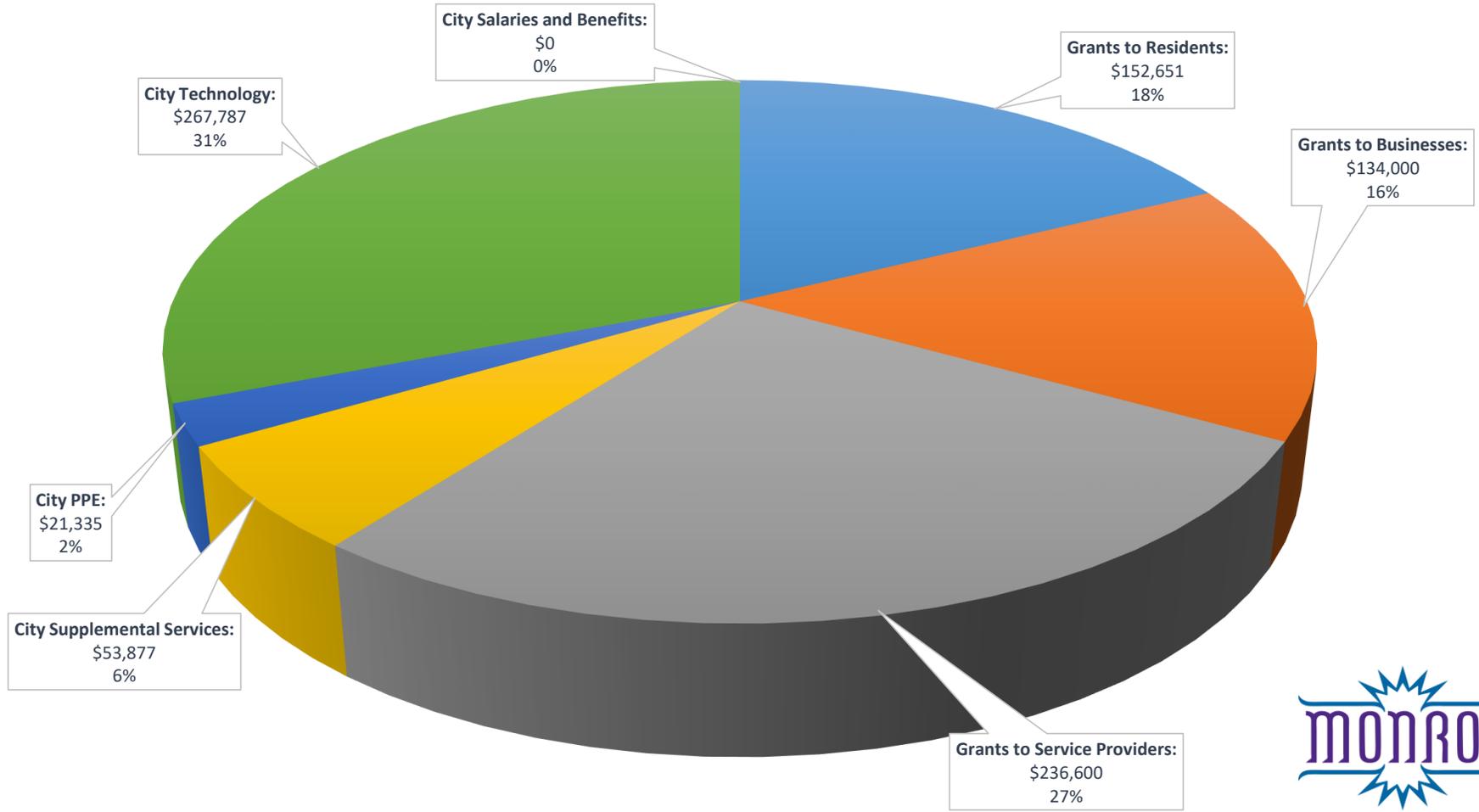
March 11, 2021

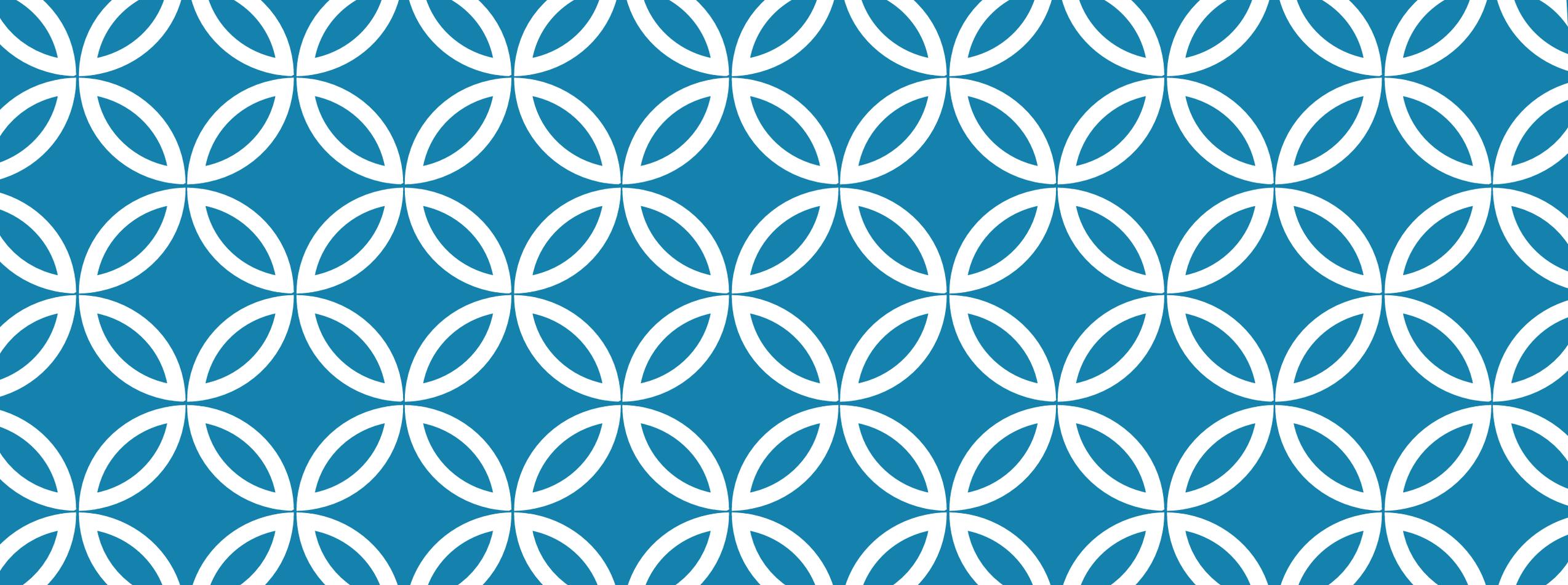
AMERICAN RESCUE PLAN FUNDING PRIORITIES

- ❑ Passed by federal House and Senate in February and March, respectively.
- ❑ Provides \$1.9 trillion for COVID-19 mitigation, reopening schools, support for unemployed workers, and state and local governments.
- ❑ City of Monroe anticipating \$4.3 million
- ❑ Allowed uses:
 - ❑ Respond to the COVID-19 pandemic
 - ❑ Costs incurred as a result of the public health emergency
 - ❑ Replacement of lost, delayed, or decreased revenues
 - ❑ Address negative economic impacts



City of Monroe CARES Act Funds Usage Breakdown





BOARD MEMBER REPORTS

Economic Development Advisory
Board
March 11, 2021

EDAB SUBCOMMITTEES AND WORK PLANS



Bridgette Tuttle
Liz Nugent
Sally King



Allen Dye
John Whims
Katy Woods



Bridgette Tuttle
Jacob Walker
John Whims

Tourism

Meeting Date

3rd Thursday

8:00 a.m. to 9:00 a.m.

Work Plan

Lodging Needs Assessment
Wayfinding/Gateway Signs

Business Recruitment

Meeting Date

3rd Thursday

9:00 a.m. to 10:00 a.m.

Work Plan

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

Growth & Development

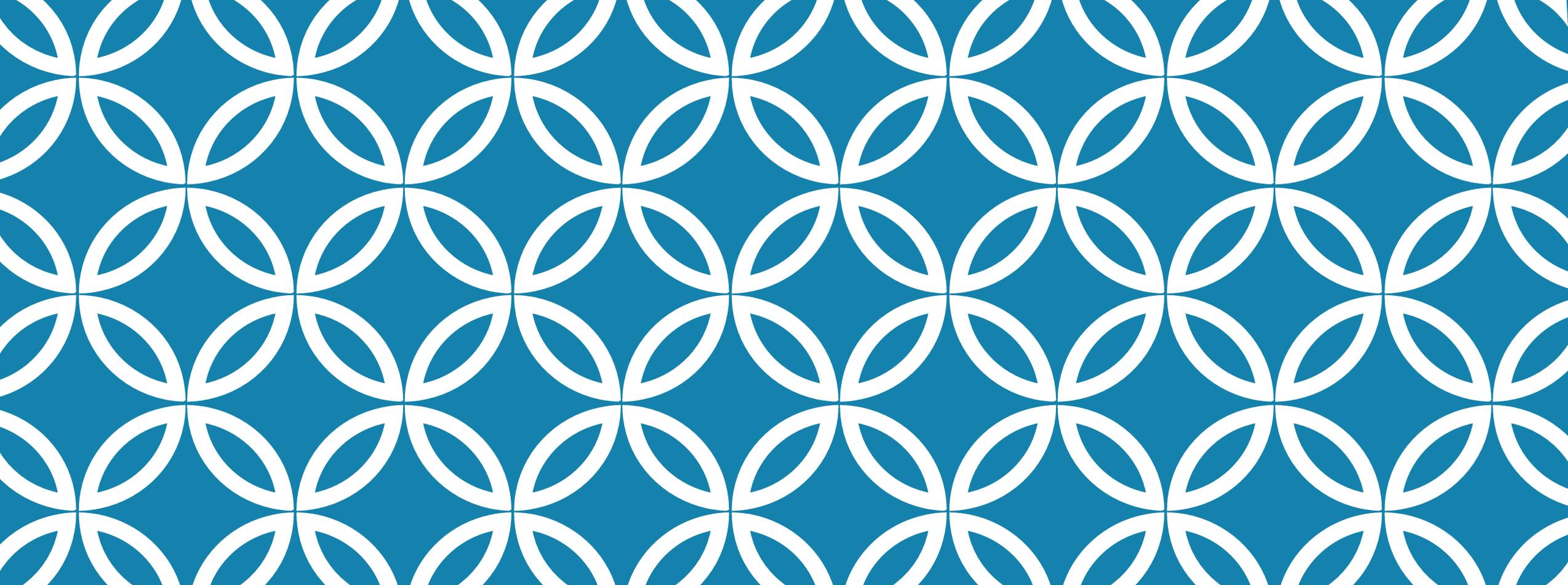
Meeting Date

1st Thursday

8:00 a.m. to 9:00 a.m.

Work Plan

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



CITY / STAFF REPORTS

Economic Development Advisory
Board
March 11, 2021

NEXT MEETING THURSDAY, MARCH 25, 2021

8:00AM-9:30AM

Zoom Meeting

