



**WELCOME**

Economic Development Advisory  
Board

June 11, 2020

# AGENDA

## Part I

- Welcome and Call to Order
- Approve Meeting Minutes – June 4, 2020
- Future Meeting Schedule

## Part 2 – New Business

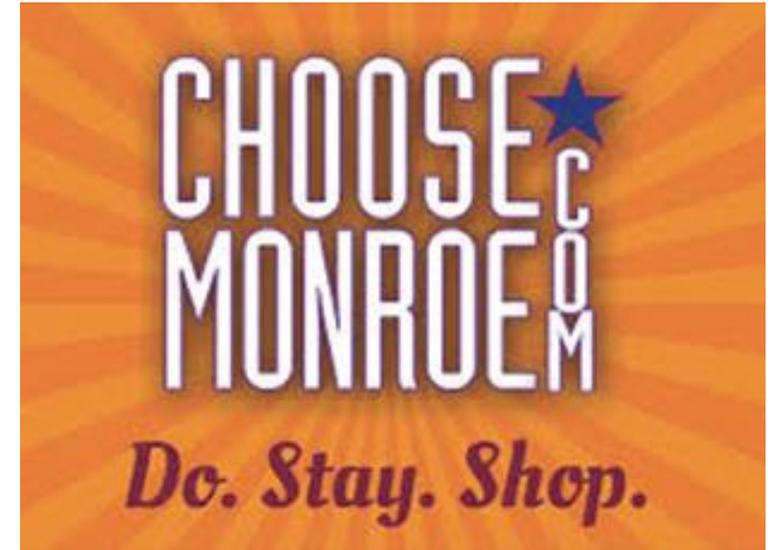
- Small Business Relief Grant – draft application
- Personal Protective Equipment (PPE) business grant?
- Phase 2 Updates

## Part 3

- Board member comments/Updates

## Part 4 – Next Meeting – June 25

- Review 2020 Work Plan / Prelim 2021
- 2020 Budget Review / 2021 Budget Preview
- Discussion on Co-op





# APPROVE MEETING MINUTES

June 4, 2020

Economic Development Advisory  
Board

June 11, 2020

**CALL TO ORDER**

The June 4, 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 members Janelle Drews and Jim Watt

Staff present: Deborah Knight, James Palmer, Rich Huebner, Ben Swanson, Denise Johns, and Katie Darrow

Guests present: George Lim, Angela Serravo, and Matthew DeLade

**APPROVAL OF THE MINUTES**

Rich Huebner noted a need to revise Section (A) of the May 28 meeting minutes to correct the date of the committee meeting to May 22. Board member Bridgette Tuttle made a motion to approve the minutes of the May 28, 2020 meeting as amended. The motion was seconded by Board member Katy Woods. Motion carried 5-0.

**NEW BUSINESS**

Rich Huebner introduced George Lim, Angela Serravo, and Matthew DeLade of Tangram Designs.

A. Wayfinding Signage Program Initial Concept Options

Mr. Lim, Ms. Serravo, and Mr. DeLade collectively presented the initial design concepts for a Wayfinding Signage Program for the City of Monroe. Tangram Designs presented six concepts for a general wayfinding signage program, and four additional concepts presented for the Historic Downtown area.

Board members expressed unanimous appreciation for the Tangram Designs team for their overall effort, and for the specific attention paid to the Historic Downtown area.

Board members requested the opportunity to review the presentation packet in depth. Mr. Lim agreed to provide the packet to Mr. Huebner, along with a series of concept questions, and Mr. Huebner agreed to forward on to EDAB members upon receipt.

Ms. Tuttle asked if the program was intentionally designed so as to be unrelated to the Gateway signage. Mr. Lim commented that wayfinding programs and gateway signage can be designed as either complimentary to each other or to be entirely unique to the brands and identities of the specific areas in which each type of sign is to be placed.

**B. Getting to Safe Toolkit**

Mr. Palmer presented the Getting to Safe Toolkit, which has been developed by the City of Everett. Prepared by Everett's Economic Development Director, Dan Eernisse, the toolkit is designed to help local businesses navigate the Safe Start Washington phases and reopening. Mr. Palmer commented that the City of Everett has invited other cities and Economic Development agencies to endorse the toolkit and have their respective logos included on the endorsements page when the document is published.

Ms. King commented that she is in support of endorsing a multi-jurisdictional document such as this due to the importance of consistency in addressing COVID-19 recovery.

Ms. Drews commented that the Monroe Chamber of Commerce has previously endorsed the toolkit.

Board member Bridgette Tuttle made a motion to endorse the Getting to Safe Toolkit and to incorporate any information later added. The motion was seconded by Board member Katy Woods. Motion carried 5-0.

**BOARD MEMBER COMMENTS/UPDATES**

Ms. King asked Mr. Palmer if he foresaw a possibility that the state Department of Health may delay the decision on the Phase 2 variance application following the close proximity of individuals taking part in recent protests and demonstrations. Mr. Palmer commented that he does not expect any delay on the adjudication of the application or decision to transition Snohomish County to either Phase 1.5 or 2, and that he is impressed by the work of those involved in the variance application.

Mr. Palmer commented that he has followed responses to COVID-19 nationwide, and that Washington is among the best.

Ms. Nugent asked if businesses will have the ability to decline service to customers not wearing face coverings. Mr. Palmer stated that business owners establish the criteria for entry to their premises, and this is a discretionary decision for businesses, similar to the ability to decline service to customers not wearing a shirt or shoes. Ms. Tuttle commented that under current state guidelines, face coverings are optional for customers, and Mr. Palmer commented that face coverings are required to be provided by employers and worn by employees.

Ms. Tuttle commented that requirements are very confusing at the present time, and individual counties will be operating under differing guidelines as they advance to new phases at varying times. Ms. Tuttle encouraged city staff to not be afraid to over-communicate with the public and business community as new information is received.

Ms. King inquired about ways in which communication can be expanded. Mr. Palmer commented that he has resumed publishing a monthly newsletter, and that Mr. Huebner is loading them to the City's website; Mr. Huebner will provide the link to Ms. Tuttle for sharing with the *You Had Me At Monroe* Facebook group.

**ADJOURNMENT**

The meeting adjourned at 9:29 a.m.

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Deborah Knight, City Administrator

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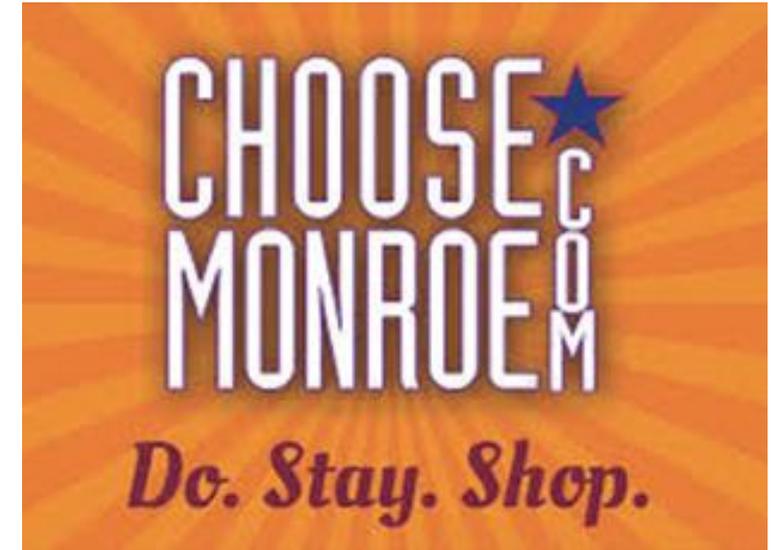
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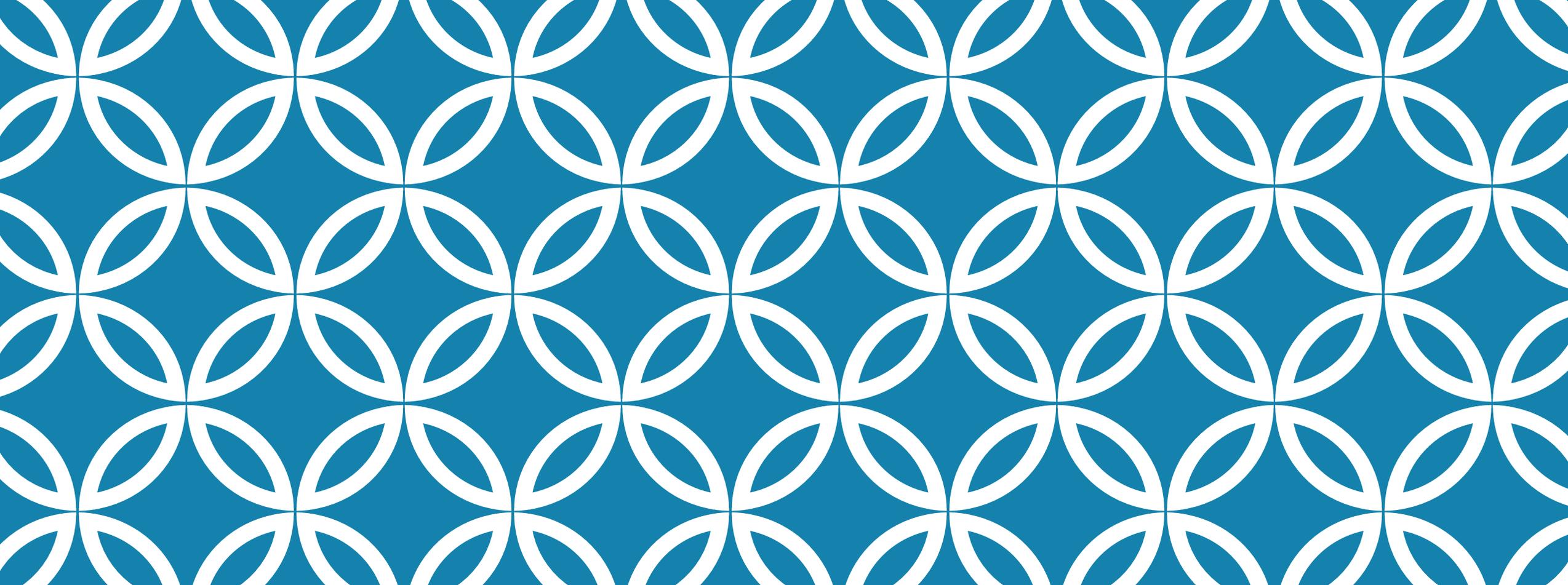
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# SMALL BUSINESS RELIEF GRANT — DRAFT APPLICATION

Economic Development Advisory  
Board

June 11, 2020



## 2020 CITY OF MONROE SMALL BUSINESS RELIEF GRANT APPLICATION CHECKLIST

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This checklist is provided as a tool to assist you in the completion of your application. Remember, late and/or incomplete applications will not be accepted. If you have questions regarding your application, please contact Rich Huebner at 360-722-1684 or [RHuebner@MonroeWA.gov](mailto:RHuebner@MonroeWA.gov).

(initial each statement after reading)

\_\_\_\_\_ Did you sign the certification page and initial all the certification statements?

\_\_\_\_\_ Does the Applicant Business meet the criteria detailed below?

\_\_\_\_\_ If mailing your application, did you leave enough time for the post office to deliver it? Remember, postmarks will not be accepted and late applications will be disqualified.

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To be considered for funding, the Applicant Business must meet the following criteria:

\_\_\_\_\_ Storefront or primary office space physically located within city limits of Monroe

\_\_\_\_\_ Applicant Business is current on all state and local business licensing requirements, or was so on March 23, 2020 (date the Stay Home/Stay Healthy Order was issued)

\_\_\_\_\_ Applicant Business has experienced a 25% or greater decrease in revenue, directly attributable to COVID-19



## 2020 CITY OF MONROE SMALL BUSINESS RELIEF GRANT APPLICATION

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### Certification

I am an authorized agent of the organization/agency applying for funding. By signing this application, I understand that: (initial each statement after reading)

\_\_\_\_\_ If awarded, requested funds will be used only for purposes described in this application. I understand the use of funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a municipal services contract with the City of Monroe, provide liability insurance as may be required for the duration of the contract naming the City of Monroe as an additional insured and in an amount determined by the City. In addition, my organization/agency will provide proof of or obtain a City of Monroe business license, if required.

\_\_\_\_\_ My organization/agency cannot obligate any Small Business Relief funds which may be awarded prior to the execution of the municipal services contract with the City of Monroe. Any expenses incurred by my organization/agency prior to the signing of the contract will not be eligible for reimbursement.

\_\_\_\_\_ The City of Monroe will only reimburse those costs actually incurred by my organization/agency and only after the expense is incurred, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of the invoices and payment documentation.

\_\_\_\_\_ I certify that I have the legal authority of the organization/agency represented in this application to submit this request for funding on its behalf, and I further certify that the information submitted in this application is true and correct to the best of my knowledge. I understand that the City of Monroe will rely on the accuracy of the submittals and certifications made in conjunction with this application. Any misrepresentation or inaccurate information may result in a repayment of grant funds.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

CITY OF MONROE  
2020 SMALL BUSINESS RELIEF GRANT  
APPLICATION PACKET



SUBMISSION DEADLINE:  
Tuesday, June 30, 2020  
4:30 p.m.

Applications must be mailed or delivered to:

City of Monroe  
Monroe City Hall  
Attn: Rich Huebner  
806 W. Main Street  
Monroe, WA 98272

Completed applications must be received by the date and time specified. Postmarks will not be accepted.  
If mailing, be sure to allow enough time for delivery.



## 2020 CITY OF MONROE SMALL BUSINESS RELIEF GRANT APPLICATION

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### Applicant Business Contact Information

Legal Name of the Business \* \_\_\_\_\_

Doing Business As (DBA) Name (if applicable) \_\_\_\_\_

Unified Business Identifier (UBI) Number \* \_\_\_\_\_

Business Street Address \* \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Business Mailing Address: \_\_\_\_\_  
(if different from street address)

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Business Website \* \_\_\_\_\_  
(Please enter "N/A" if none)

Date Applicant Business Established in Monroe \* \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Applicant Title: \_\_\_\_\_

Applicant Mailing Address: \_\_\_\_\_  
(if different from business mailing address)

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Applicant Phone: ( ) \_\_\_\_\_ Applicant E-mail: \_\_\_\_\_

Briefly describe the Applicant Business and its products/services:

Maximum 500 characters



# 2020 CITY OF MONROE SMALL BUSINESS RELIEF GRANT APPLICATION

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## About the Applicant Business

Applicant Business Industry Sector:

Arts / Entertainment / Recreation

Personal / Professional Services

Construction

Retail

Hospitality & Travel

Restaurant / Dining / Bar

Manufacturing

Other: \_\_\_\_\_

- All applicant businesses will be evaluated equally. Industry categorization is for informational and statistical purposes only.
- 

Applicant Business Ownership:

Business qualifies as a minority-owned business

Business qualifies as a veteran-owned business

Business qualifies as a woman-owned business

Business qualifies as an LGBTQ-owned business

None of the above

- Please check all that apply
- 

Total Hours of Employee Compensation in January 2020:

\_\_\_\_\_  
Total Hours of Employee Compensation in May 2020:

\_\_\_\_\_



# 2020 CITY OF MONROE SMALL BUSINESS RELIEF GRANT APPLICATION

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## COVID-19 Impacts

Briefly describe how Applicant Business has been impacted by the COVID-19 pandemic:

*Maximum 500 characters*

Date the impact began: \_\_\_\_\_

Briefly describe how the Applicant Business will use grant funds, if awarded:

*Maximum 500 characters*

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Is the Applicant Business currently closed due to the Governor's Proclamation?

Yes

No

In what Phase of the Safe Start Washington Plan did the Applicant Business reopen?

If not open as of the date of submission of this application, in what Phase will the Applicant Business open?

Phase 1

Phase 2

Phase 3

Phase 4

What is the likelihood of the Applicant Business closing permanently **if awarded a grant**?

High

Medium

Low

What is the likelihood of the Applicant Business closing permanently **if not awarded a grant**?

High

Medium

Low



# 2020 CITY OF MONROE SMALL BUSINESS RELIEF GRANT APPLICATION

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## COVID-19 Funding Assistance

Briefly describe how the Applicant Business will use grant funds, **if awarded**: *Maximum 500 characters*

Has the Applicant Business been awarded any Federal, State or other funding related to COVID-19?

Yes

No

If yes, briefly describe the source(s) and amount(s) of funding received:

*Maximum 500 characters*

If yes, briefly describe how the Applicant Business will use grant funds, **if awarded**, differently:

*Maximum 500 characters*

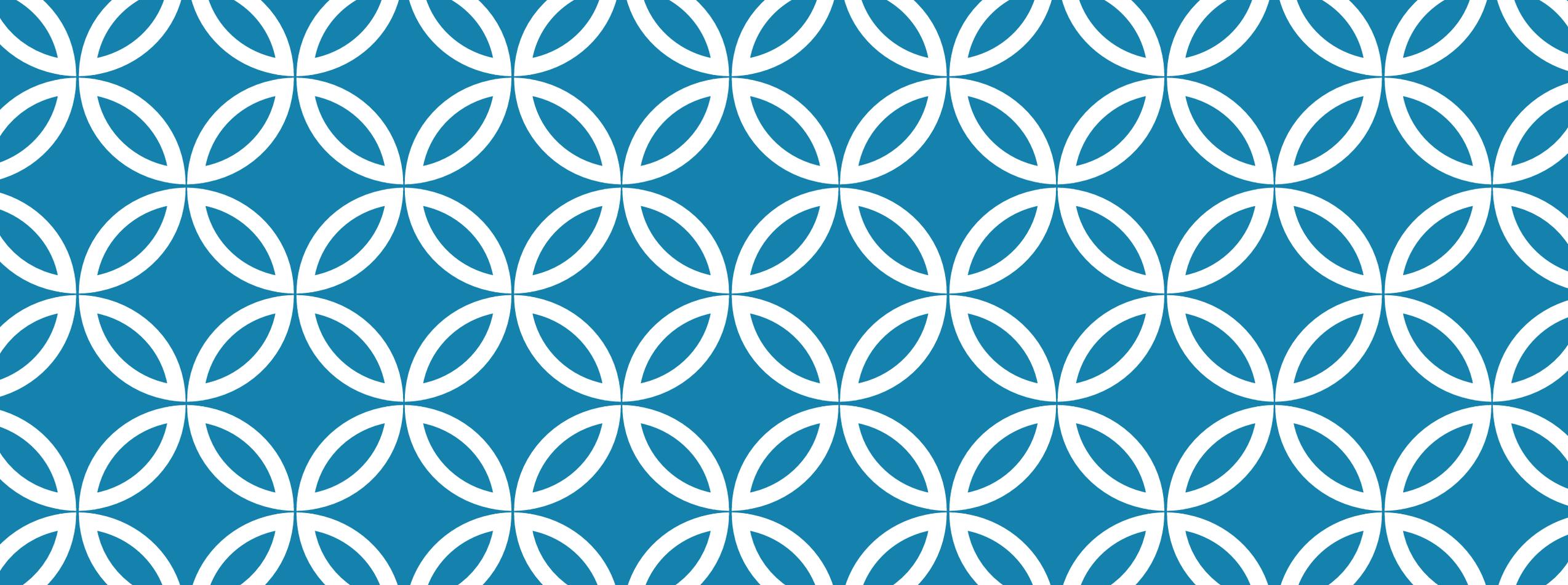
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Briefly describe how a grant, **if awarded**, will assist the Applicant Business to remain solvent:

*Maximum 500 characters*

Any additional comments or information the Applicant Business would like to provide:

*Maximum 500 characters*



# PERSONAL PROTECTIVE EQUIPMENT (PPE) BUSINESS GRANT?



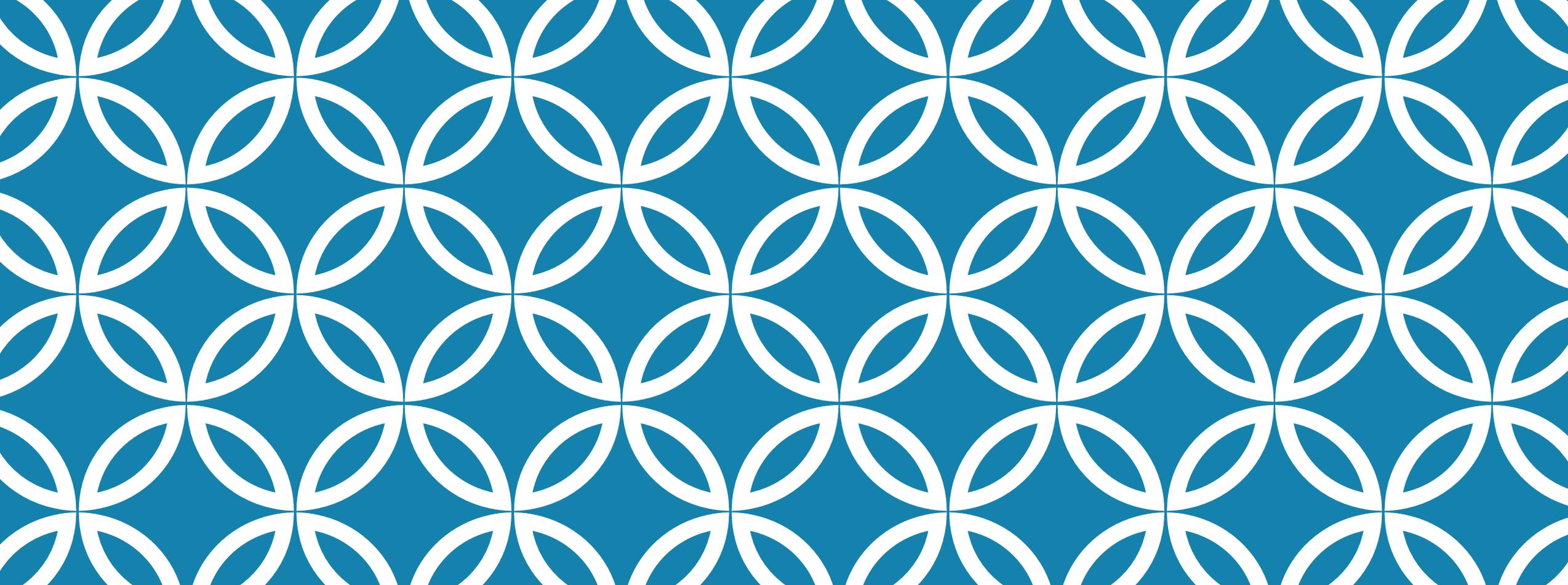
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# PPE BUSINESS GRANT?

- ❑ Snohomish County approved to advance to Phase 2
- ❑ Employers required to provide employees with Personal Protective Equipment (PPE), who are required to wear while working
- ❑ City of Sultan dedicated a portion of CARES funds to provide PPE to businesses
  - ❑ Business applies for specific items rather than money
  - ❑ <https://www.ci.sultan.wa.us/FormCenter/General-Website-Forms-9/CARES-Act-Business-Assistance-Application-56?fbclid=IwAR0MlygFJzsMVfyfOpw9u6yk38nT0ihT8HyIGtpbujpiMiVDd99PeVdBo0w>
- ❑ Open to applications from all businesses within Sultan city limits





# PHASE 2 UPDATES

Economic Development Advisory  
Board

June 11, 2020

# PHASE 2 UPDATES

- City reopening all 14 parks facilities:
  - Wiggly Field Dog Park
  - Board and Blade Skate Park
  - Tennis Courts
  - Basketball Courts
  - Restrooms
  - Playgrounds
  - Covered Shelters (up to gathering limit)
  - Sports Fields for limited practices
- Gatherings of 5 or fewer people
- Limited non-essential travel
- Restaurants allowed to reopen at 50% capacity
- Manufacturing and construction not previously allowed
- Real estate and in-home services
- In-store retail operations
- Hair salons, stylists, barbers, nail salons
- What are you hearing?**



**Phase 2**

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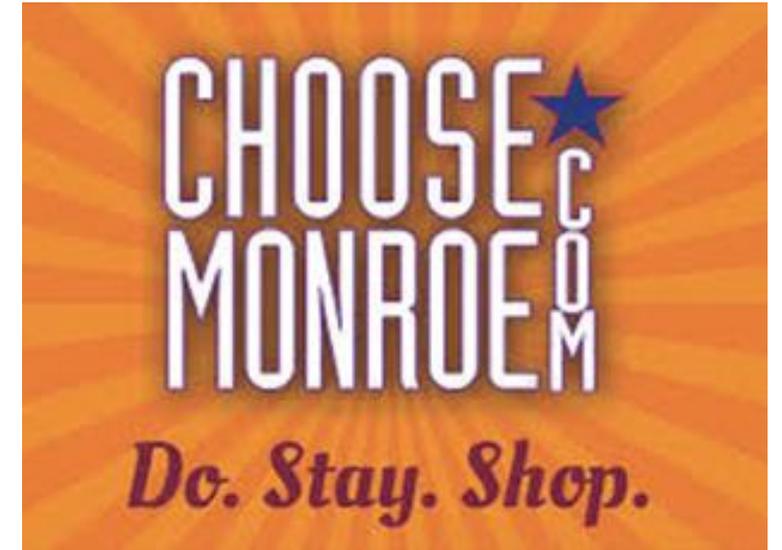
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# BOARD MEMBER COMMENTS/UPDATES



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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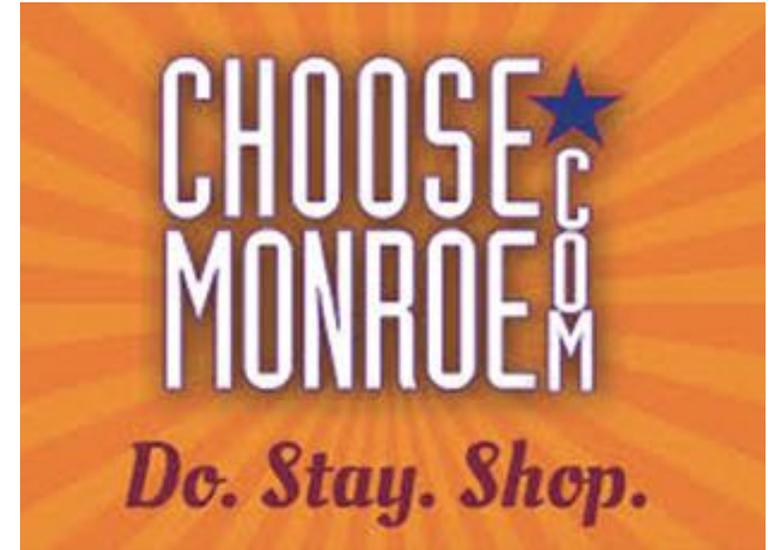
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# NEXT MEETING THURSDAY, JUNE 25, 2020

8:00AM-9:30AM

Zoom Meeting

