



WELCOME

Economic Development Advisory
Board

August 27, 2020

AGENDA

Part 1

- Welcome and Call to Order
- Approve Meeting Minutes – August 13, 2020

Part 2 – New Business

- Small Business Relief Grant 2nd Round:
Review Committee volunteers?
- Expansion of Outdoor Dining?

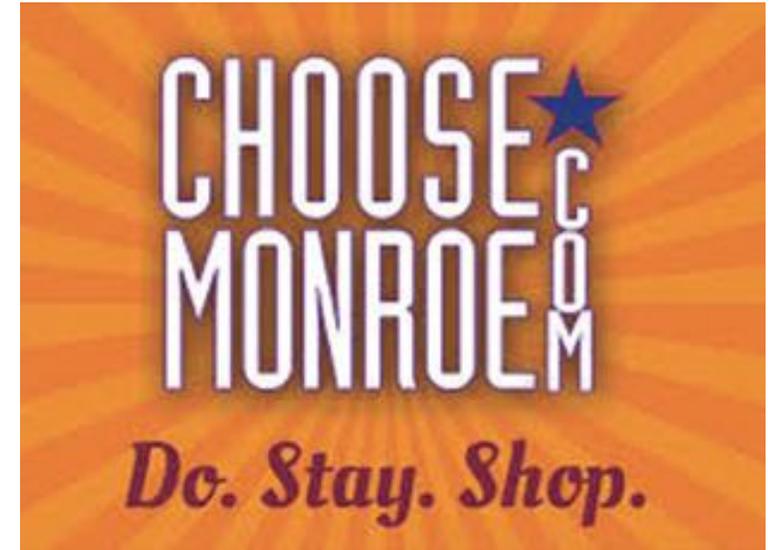
Part 3 – Continuing Business

- 6-Year Work Plan: Review and Update

Part 4

- Board Member Comments/Updates

Part 5 – Next Meeting – September 10, 2020





APPROVE MEETING MINUTES

August 13, 2020

Economic Development Advisory
Board

August 27, 2020

CALL TO ORDER

The August 13, 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, and Katy Woods; and ex-officio member Janelle Drews¹

Staff present: Deborah Knight, Rich Huebner, James Palmer, and Becky Hasart

APPROVAL OF THE MINUTES

Board member Katy Woods made motion to approve the minutes of the July 23 meeting. The motion was seconded by Board member Sally King. Motion carried 4-0.

NEW BUSINESS

A. Budget Update: Assumptions and Projections

City Finance Director Becky Hasart provided an update on the City's 2020 budget, and projections for the remainder of 2020 and into 2021. Ms. Hasart commented that unemployment increased in March and April, as the COVID-19 pandemic began, that personal income dropped significantly in May, and that those months also experienced consumer, business ownership and housing concerns; personal income recovered somewhat in June, but still in the negative range. Ms. Hasart also commented that in the second quarter, Gross Domestic Product (GDP) had the largest drop in recent recorded history, and that interest rates are being kept low at this time.

In light on the above details, Ms. Hasart commented that the City is taking a hard look at sales tax projections through the end of the 2020 calendar year. The City initially projected a \$1.5 million decrease in sales tax collection in April; actuals have been coming in higher than projected, but still behind prior years. Collections in May defied expectations, but there are still concerns at the state and national level, and a three-year recovery period at the macro level is still projected.

Sales taxes and property taxes each represent approximately one-third of the overall general fund, and a property tax decrease, if implemented, would negatively impact the City's overall budget. For construction sales tax, Ms. Hasart looked at the percentage of the total collection for each month in the prior year, and used those percentages to project for the remainder of 2020. Construction sales tax is a one-time revenue, and thus, per city policy, can only be used for one-time expenditures. This revenue source may be good for economic purposes for one-time projects such as signage.

Ms. King asked if the City is receiving sales tax revenue for online purchases that are delivered to Monroe. Ms. Hasart confirmed that's the case, and that packages being

¹ Joined meeting at 8:09 a.m.

delivered to homes rather than offices in other cities may be part of the higher than expected collections.

Ms. Hasart commented that the real estate excise tax initially decreased around the time of the original issuance of the Stay Home/Stay Healthy order, but is seeing a rebound. Ms. Hasart attributed the rebound to pent-up demand and low interest rates.

Ms. Hasart commented that the City is managing the COVID recession through a 3-step approach: (1) basic belt-tightening, (2) actual program cuts, and (3) actual layoffs and furloughs. Step 3 is considered a last resort for the City. The City's goal is to avoid using reserves in 2020, and avoid step 3.

Ms. Hasart commented that the budget amendment being presented to the City Council on August 18 retains all reserves and contingencies at target, and retains the planned payoff of the North Kelsey debt in September, without any impact to programs and services.

B. 6-Year Work Plan: Review and Update

Ms. Knight provided background on the work of the EDAB to date, and some of the programs and policies that have been implemented at the EDAB's recommendation. One such initiative was the Sewer Utility Tax, which was implemented while overall utility bills remain net neutral to the rate payer. EDAB members have also been actively involved in the Downtown, Tourism, and Economic Master Plans.

Ms. Knight commented that the goal of today's discussion was to begin review of the 6-Year Plan, which will likely continue to future meetings, and determine if the goals of the plan are still accurate, to determine and new projects, and eventually to update the overall plan to the years 2021-2026.

Board members and City staff reviewed the "Business Recruitment and Retention" section. All but one project still considered accurate and should be continued. Ms. Knight commented that the item "Identify and develop 'quick wins'" was primarily money set aside for the Downtown Monroe Association (DMA). Ms. Knight commented that the DMA has chosen to suspend operations and go on hiatus, with a possibility of reforming in a year or two. Ms. Woods commented that with having such an engaged Chamber director, it would make sense to have possibly have the work of both agencies united. Ms. Drews commented that she has had preliminary discussions with Mike Buse and Teresa Willard.

Ms. Knight commented that prospective new businesses are struggling to navigate the City's permitting process, and that she would like to have a conversation with Ms. Drews, Mr. Palmer and Ms. Willard about creating a concierge program to assist with the permit process. Ms. Drews commented that she was in favor of such a program and would be happy to engage in such conversation.

C. Updated Gateway Signage Concepts

Mr. Huebner presented the updated Gateway Signage Concepts for the Western, Eastern and Southern Gateway locations. Board members reviewed concepts for all three locations, and each member indicated a strong preference for the river rock framework design. Ms. Woods commented that all three designs should have the same framework element, and this was the consensus agreement of the members.

Ms. Nugent suggested reducing the size of the letters slightly on the Western and Southern signs, as the current size overpowers the mountain design behind the letters. Ms. Knight suggested shrinking the letters to “the foothills” of the mountains, and Ms. King further commented that the letters should be no higher than the bottom slope of the design.

Ms. Drews commented that she prefers the vertical text design for the Eastern concept, and this was the consensus of the board members. Ms. Knight suggested adjusting the size of each individual letter to match widths as much as possible.

Ms. Drews presented the concept for the downtown kiosk. Ms. Drews commented that she will ensure that the color scheme matches the final wayfinding signage design. Ms. Knight asked if the “Monroe” text could be changed to match the text on the final wayfinding signage concept, and Ms. Drews confirmed she could do that if Tangram Designs sends her the text. Ms. Hasart inquired if the mountain design could also match the wayfinding design, and Ms. Drews commented that she’s been struggling with that element, and would be open to matching the wayfinding design if that is the preference.

D. Final Approval: Business Survey Questions

Mr. Palmer asked for the approval of the board for the Business Survey questions he had previously sent out. Specifically, Mr. Palmer asked if any board members considered the current draft too long. General consensus was that the information being sought was important, and the length was acceptable to gather the information needed. Mr. Palmer commented that he felt an importance to focus on the impacts of COVID-19 over legacy questions.

Mr. Palmer commented that will email the survey link to all businesses, approximately 900 in total, and that he is developing plans for a follow-up campaign to increase participation. This includes reaching out to businesses along Highway 2 to put on their reader boards. Ms. Knight commented that she had some ideas to increase participation and that she would talk with Mr. Palmer offline. Ms. Drews suggested that each member take an area/district and distribute flyers to businesses.

ADJOURNMENT

The meeting adjourned at 9:32 a.m.

Deborah Knight, City Administrator

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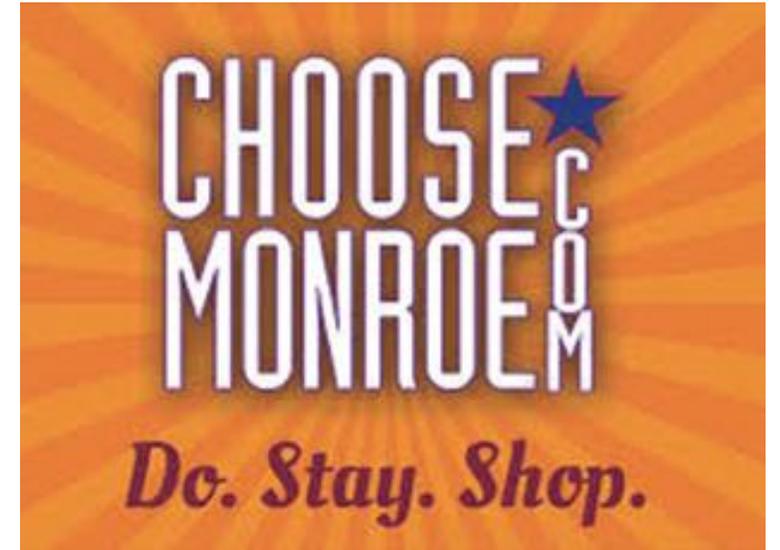
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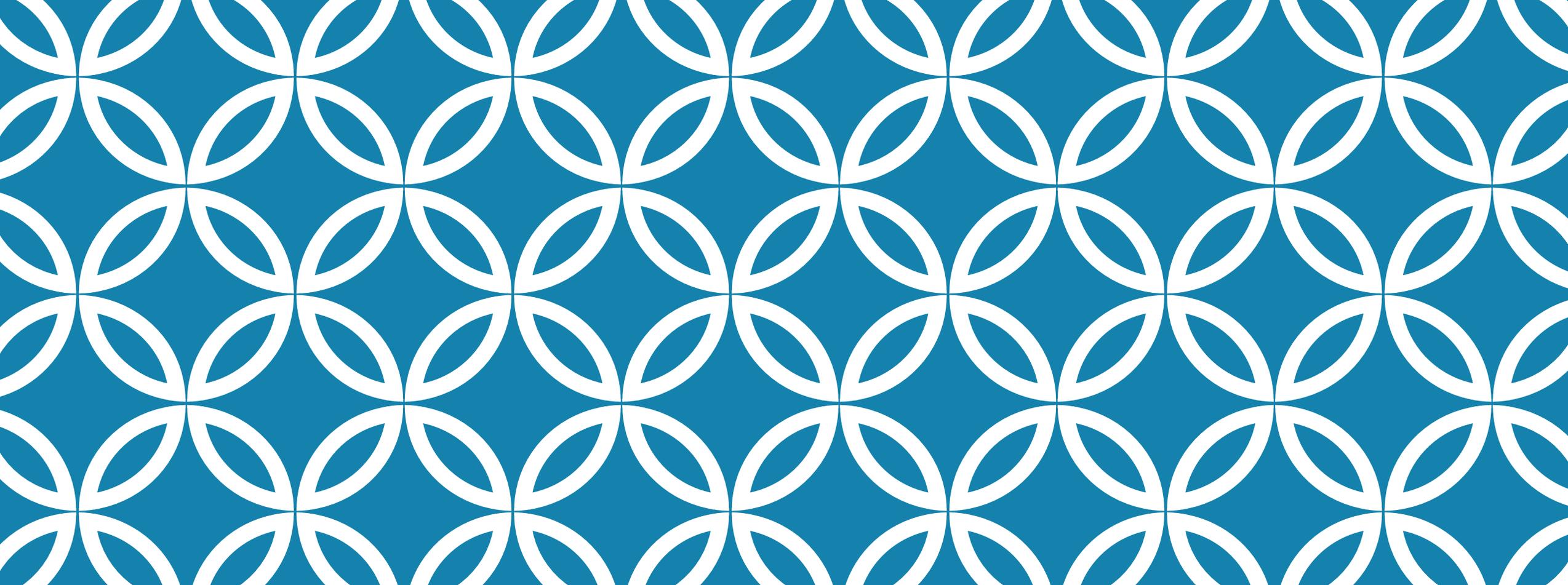
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Part 5 – Next Meeting – September 10, 2020





SMALL BUSINESS RELIEF GRANT 2ND ROUND: REVIEW COMMITTEE

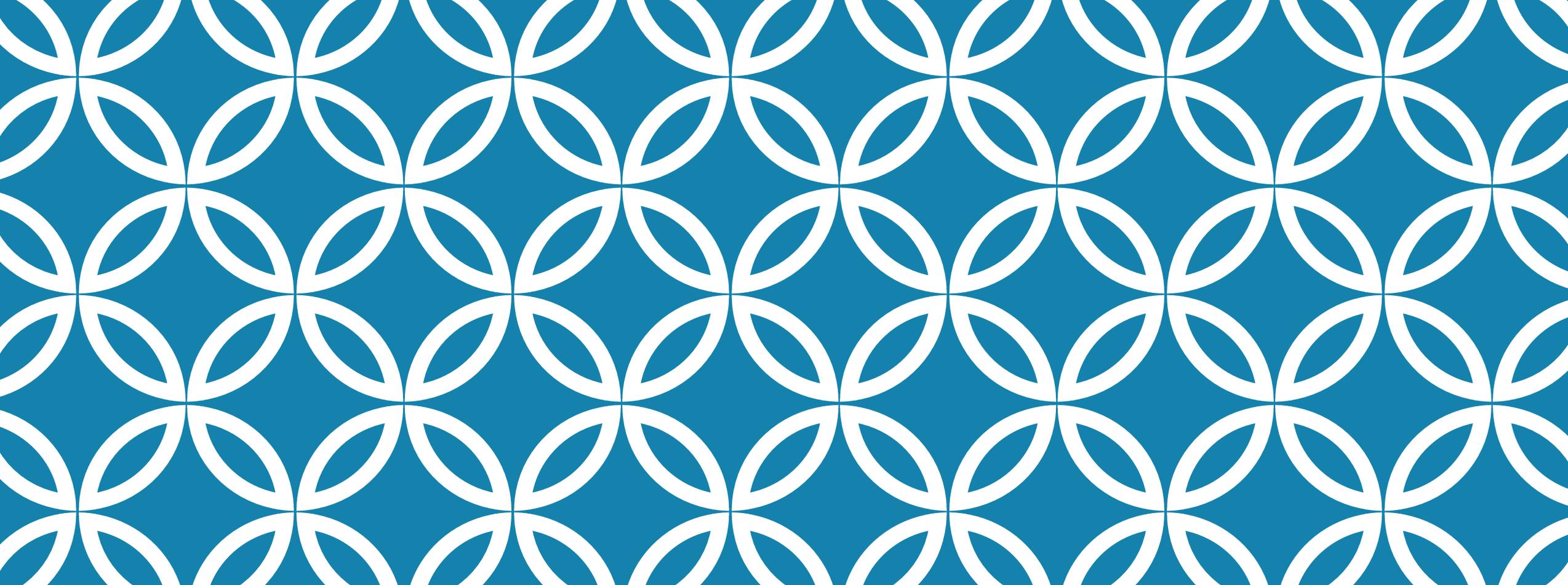
Economic Development Advisory
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SMALL BUSINESS RELIEF GRANT 2ND ROUND REVIEW COMMITTEE

- 28 Applications Received
- Volunteers needed to assist Deborah, Rich and James with review
- Alphabetical List of Applicants:
 - * Applied and awarded in 1st Round
 - # Applied in 1st round, not awarded a grant
 - \$ Awarded \$8,000 and \$6,000, respectively, from Community Relief Grant

- | | | | |
|-------|----------------------------------|--------|--------------------------------|
| I. | 5 Lines Pottery | XIII. | Kayla J Photography |
| II. | Bliss Yoga Studio * | XIV. | Milkwood Home and Body Apparel |
| III. | Brush Salon | XV. | Miracles and Memories \$ |
| IV. | Burnt Barrel Whiskey Bar | XVI. | Mischelle's Consulting |
| V. | Connected IT Investigations, LLC | XVII. | Monroe/Sky Valley YMCA \$ |
| VI. | Discovery Leadership # | XVIII. | Moonlite Machining |
| VII. | Drive Right Washington # | XIX. | NW Sport Taekwondo |
| VIII. | Eastside Floor | XX. | Pacific Audit Services |
| IX. | Farmhouse Kitchens # | XXI. | Sky Valley Academy |
| X. | Golden Nail Salon | XXII. | Stray Dogs Club |
| XI. | Harry's on Main | XXIII. | Sunrise Spa |
| XII. | Image Mill | XXIV. | Tacos Monte |
| XIII. | Inkblot Collective | XXV. | Tangles Salon |
| XIV. | Jump, Rattle & Roll # | XXVI. | The Hair Depot |



EXPANSION OF OUTDOOR DINING?

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EXPANSION OF OUTDOOR DINING?

Ordinance No. 009/2020

- ❑ Passed as Interim Ordinance by City Council on June 23, 2020
- ❑ Authorizes existing food and beverage establishments to setup outdoor dining options in and on:
 - ❑ Off-street private parking areas
 - ❑ Sidewalks
 - ❑ Neighboring sidewalk area with written consent
- ❑ Expand to street parking areas?
- ❑ Questions to ask downtown business owners?



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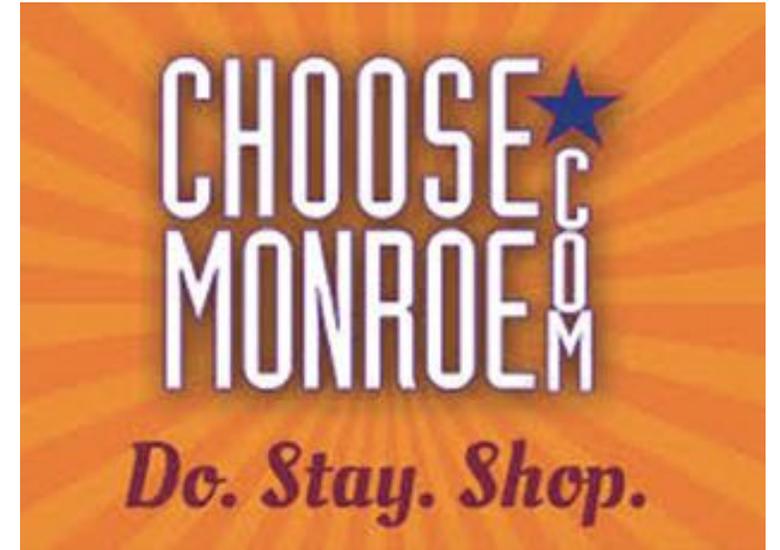
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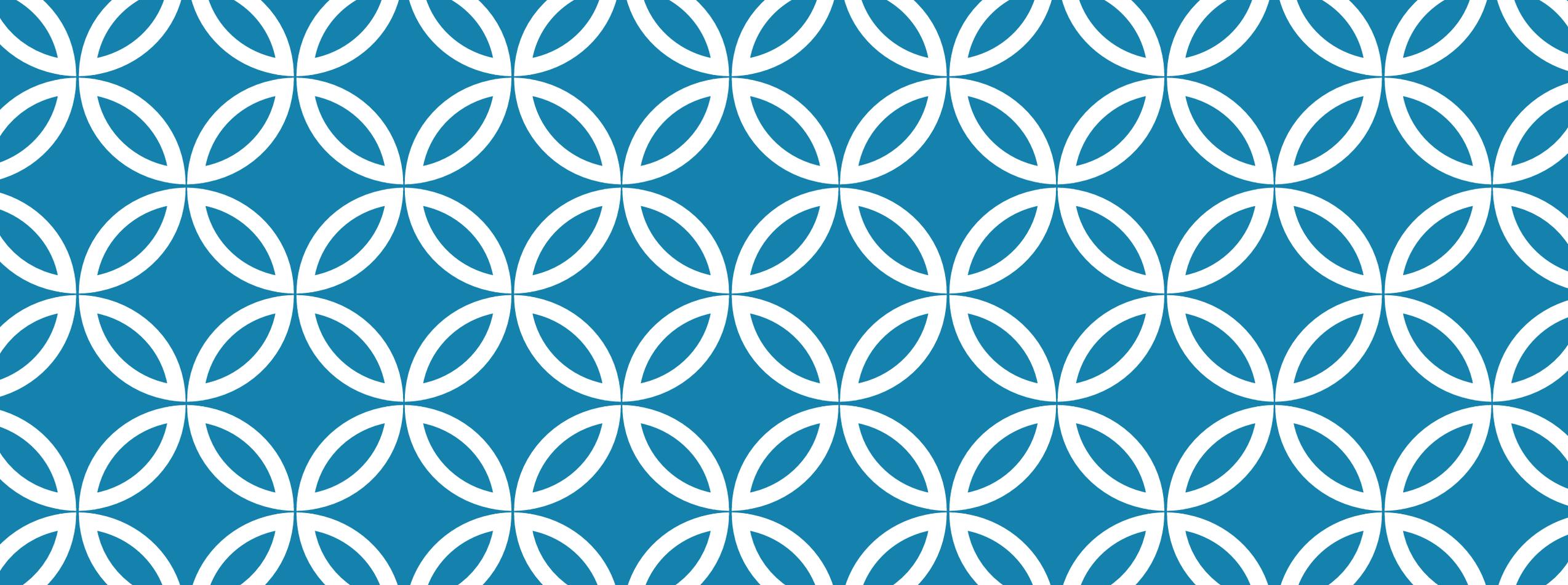
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6-YEAR WORK PLAN: REVIEW AND UPDATE

Economic Development Advisory
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August 27, 2020

Economic Development Advisory Board Recommendations

Business Recruitment and Retention

6-Year Budget

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
2	Recruit additional retail and dining establishments to locate downtown	\$ 30,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
2	Encourage and promote the development or enhancement of retail areas to achieve a vibrant shopping, dining, and entertaining experience in the downtown corridor	\$ 90,000	\$ 90,000					
3	Identify and develop "quick wins": 1) Monthly award for the best storefront; 2) Storefront sign grant; 3) Holiday painting; 4) Organize downtown clean up events; 5) Add trash cans; 6) Advocate for better lighting; 7) Advocate for more consistent sidewalk and curb cleaning	\$ 150,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
3	Retain a business recruitment, retention and expansion specialist	\$ 300,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
3	Focus on improving downtown's design, physical condition and cleanliness.	\$ -						
Subtotal Business Recruitment and Retention		\$570,000	\$170,000	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000

Economic Development Advisory Board Recommendations

Gateways

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Ensure gateway and directional signs have a consistent look and feel	\$ 75,000			\$ 75,000			
2	Install gateway feature at US2 and Main. Underground utilities	\$ 350,000				\$ 50,000	\$ 150,000	\$ 150,000
	Subtotal Gateways	\$425,000	\$ -	\$ -	\$ 75,000	\$50,000	\$150,000	\$150,000

Housing

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Encourage a variety of housing options near downtown at varying price points	\$ 135,000	\$ 45,000	\$ -	\$ 45,000	\$ 45,000	\$0	\$0
	Subtotal Housing	\$ 135,000	\$ 45,000	\$ -	\$ 45,000	\$ 45,000	\$ -	\$ -

Economic Development Advisory Board Recommendations

Parking

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
4								
4		\$0						
	Subtotal Parking	\$0			\$0	\$0	\$0	\$0

Parks and Planning

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Build a public plaza (festival lot) for special events and gathering space. Cost est includes site acquisition, design and construction	\$2,750,000			\$500,000	\$250,000	\$1,000,000	\$1,000,000
	Subtotal Parks and Planning	\$2,750,000	\$-	\$-	\$500,000	\$250,000	\$1,000,000	\$1,000,000

Economic Development Advisory Board Recommendations

Sidewalks and Trails

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Build sidewalks and bike paths to connect parks, plazas, parking lots and neighborhoods. Cost est includes prioritizing projects and \$100k annual funding to implement.	\$ 1,100,000			\$ 200,000	\$ 300,000	\$ 300,000	\$ 300,000
2	Connect local and regional trail systems	\$ 1,800,000			\$ 500,000	\$ 50,000	\$ 250,000	\$ 1,000,000
	Subtotal Sidewalks and Trails	\$ 2,900,000	\$ -	\$ -	\$ 700,000	\$ 350,000	\$ 550,000	\$ 1,300,000

Economic Development Advisory Board Recommendations

Tourism Promotion and Marketing

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
2	Develop a visitor information website	\$ 10,000		\$ 10,000				
3	Partner with chamber and DMA to update visitor information kiosks	\$ 25,000	\$ 25,000					
3	Invest in "curb appeal" – install commercial quality hanging baskets, banners and street furniture. Encourage seasonal window displays.	\$ 60,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
3	Work with business to support and reinforce the brand. Create window displays that reflect Monroe's "adventure" brand	\$ 10,000			\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
3	Feature (promote) downtown's charming historic character, pleasant street environment, and eclectic mix of locally owned restaurants and shops	\$ 60,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Subtotal Tourism Promotion and Marketing		\$165,000	\$45,000	\$30,000	\$22,500	\$22,500	\$22,500	\$22,500

Economic Development Advisory Board Recommendations

Utilities

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Underground overhead wires on Lewis (SR203) and Main; and Main and US 2	\$ 720,000			\$ 20,000	\$ 100,000	\$ 300,000	\$ 300,000
	Subtotal Utilities	\$ 720,000	\$ -	\$ -	\$ 20,000	\$ 100,000	\$ 300,000	\$ 300,000

Wayfinding

Priority	Description	Total Cost	2019	2020	2021	2022	2023	2024
1	Eliminate signs and visual clutter on US2 and Lewis	\$ 5,000		\$ 5,000				
1	Refine current signage and add larger more decorative wayfinding signs	\$ -						
2	Install larger, decorative wayfinding signs and gateways to Monroe	\$ 450,000			\$ 50,000	\$ 400,000		
	Subtotal Wayfinding	\$ 455,000	\$ -	\$ 5,000	\$ 50,000	\$ 400,000	\$ -	\$ -

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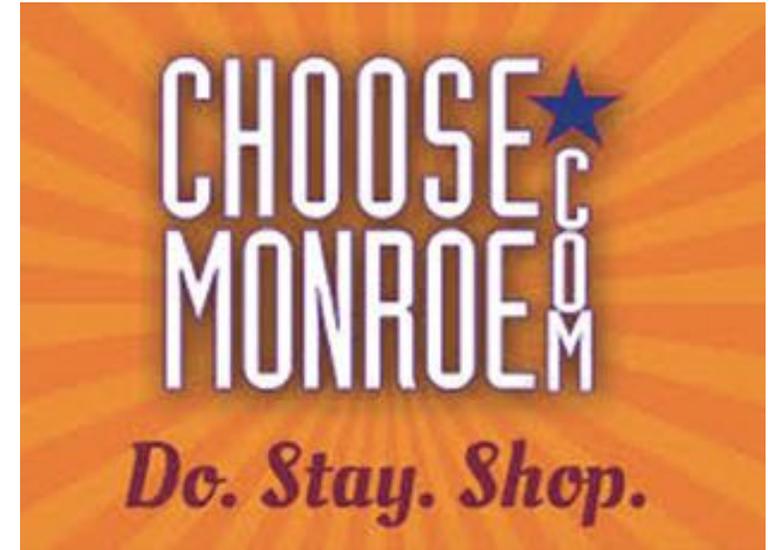
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BOARD MEMBER COMMENTS/UPDATES



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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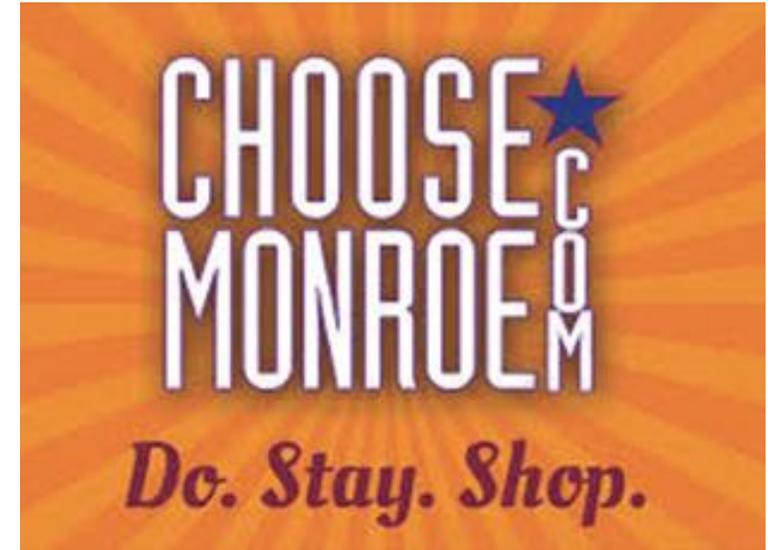
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NEXT MEETING THURSDAY, SEPTEMBER 10, 2020

8:00AM-9:30AM

Zoom Meeting

