



MONROE THIS WEEK

April 4, 2025



“It’s a
BRAND
new day!”

MonroeWA.gov

*On behalf of the City Council, I am pleased to announce the official debut of our new City brand launching April 7. On March 25, the **City Council** **unanimously approved brand guidelines** which include new logos, fonts, color palette, and design elements. It’s exciting for Monroe to move forward with a new logo and brand that truly showcases who we are as a community. Thank you to the City Council for their support in this endeavor and to the more than 1,000 people who shared their insights through focus groups and surveys. Read more about our new brand below.*



This week's edition features:

- *City's new brand reflects Monroe's best attributes*
- *Deputy Chief Irving graduates from FBI Academy*
- *City's Stormwater Management Plan needs community feedback*

- April Business Newsletter includes learning and networking opportunities
- Take the Next Step hosts fundraising luncheon

Please reach out to me with what may be on your mind about and for Monroe. I can be contacted at GThomas@MonroeWA.gov.

Yours in Service,



Mayor Geoffrey Thomas

CITY'S NEW BRAND ALIGNS WITH VISION STATEMENT - IMAGINE MONROE



What's most important about our new brand is how it aligns with our community's vision of Monroe. Throughout the development of the "[Imagine Monroe](#)" [Vision Statement](#) and [new City brand](#), we heard Monroe described by residents and businesses as a welcoming, caring, safe, inviting, playful, natural, and vibrant community.

Our brand reflects our quality of life, culture, history, and landmarks that make Monroe unique. The new brand logo combines imagery of a mountain range and the Vaux's Swift, Monroe's official bird which is celebrated for its annual return to the brick chimney at Frank Wagner Elementary School. The bird flies upward, symbolizing forward thinking and optimism. The converging angles echo the shape of Monroe's scenic Lewis Street Bridge and the convergence of the Skykomish and Snohomish Rivers.

A version of the new city logo is shown above. You will see the new logos as we integrate them into our print materials, social media, website, and other city assets like signs, vehicles, and uniforms. This won't happen all at once: the new branding will be rolled out in a phased, cost-efficient approach. For background information on how our new brand was developed, please visit our [Branding Monroe webpage](#).

DEPUTY POLICE CHIEF IRVING GRADUATES FROM ELITE FBI ACADEMY

Congratulations to Deputy Chief Ryan Irving for successfully graduating



from the Federal Bureau of Investigations' National Academy in Quantico Virginia. He now joins an elite group of law enforcement professionals who have completed this rigorous 10-week program focused on advanced communication, leadership, and fitness training.

Since its inception, more than 55,000 law enforcement professionals have completed this program, including our very own Police Chief, Jeff Jolley, who graduated from the academy in 2015. Join me in welcoming back Deputy Chief Irving.

FEEDBACK WANTED ON CITY'S STORMWATER MANAGEMENT PLAN BY APRIL 30

Our Environmental Services Division of the Public Works Department manages [programs](#) aimed at preventing, reducing, and eliminating pollutants from entering waterways in Monroe. These programs, among several, include water quality testing, regulations to manage stormwater runoff, annual inspections of the city's stormwater system, and public education and engagement. These efforts are outlined in our Stormwater Management Program Plan (SWMP).



We've published our [preliminary 2025 Plan](#) and seek community feedback on our goals, strategies, programs, events, and outreach. [View the Plan](#) and share your thoughts by April 30 with Megan Darrow, Environmental Services Program Manager, at pwenvironmental@monroewa.gov or 360-794-6100.

Much of how we manage our stormwater system is regulated by state and federal agencies such as the Department of Ecology and Environmental Protection Agency. The City is required to maintain a discharge permit, known as the National Pollutant Discharge Elimination System (NPDES) permit, which requires us to manage and control stormwater runoff so that it does not pollute downstream waters. Visit our [Stormwater Management webpage](#) for more information.

BOOST YOUR BUSINESS: LEARN HOW IN APRIL BUSINESS NEWSLETTER

This [month's edition of Monroe Business Newsletter](#) is loaded with free training, coaching, and networking opportunities for businesses of all ages and sizes. Learn how to take advantage of business resources offered by Washington State Department of Commerce, Evergreen BizLink Resource Navigator, and StartUp Washington Business Training Center. Sign up for one of the many training, learning, and networking opportunities to start, boost and sustain your business. Two businesses in the North Kelsey District - Monroe Smiles and Jones Family Orthodontists – are featured. If you have business in Monroe or are thinking of relocating here, please reach out to our Economic Development Coordinator, Patrick Doherty, at pdoherty@monroewa.gov.



TAKE THE NEXT STEP FUNDRAISING LUNCHEON, APRIL 24

Join [Take the Next Step](#), a local nonprofit Family Resource Center, for their Together Fundraising Luncheon April 24, 12-1:30 p.m. at Song River Banquet and Events Center at 114 N. Lewis St. Take the Next Step relies on community support to fund its programs inclusive of the Family Resource Center, weekly community dinners, 'Growing Together' teen parent support, Kidz Club after school program for children living in Monroe's high-poverty neighborhoods, as well as mental health support, sports and activities scholarships, and more. You can register by following the link [here](#).



UPCOMING CITY COUNCIL MEETING SCHEDULE

The next City Council Meeting is currently scheduled for Tues., April 8, 2025 at 7 p.m. To view the meeting agenda, click the button below. City Council meetings are re-broadcasted on the [City's YouTube Channel \(@MonroeWA\)](#). To learn how to provide public comment to the Mayor and

City Council, click [here](#).

Council Agendas/Minutes



Councilmember
Kevin Hanford



Councilmember
Jacob Walker



Councilmember
Jason Gamble



Councilmember
Kirk Scarboro



Councilmember
Heather Fulcher



Councilmember
Tami Beaumont



Councilmember
Kyle Fisher

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Contact them at Councilmembers@MonroeWA.gov

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