



# ECONOMIC DEVELOPMENT COMMISSION MEETING AGENDA

Wednesday, January 15, 2025, at 8:00 AM

Snoqualmie City Hall, 38624 SE River Street & Zoom

## COMMISSION MEMBERS

Commissioners: Kristina Hudson, Nick Postiglione, Nichole Pas, Paula Shively, Adrian Webb, Vasudha Sharma, and VACANT.

*This meeting will be conducted in person at Snoqualmie City Hall and remotely using Zoom.*

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## CALL TO ORDER & ROLL CALL

**PUBLIC COMMENT** - *Public comment will be accepted by in-person attendees. Remote attendees may submit written comments to the staff liaison.*

## AGENDA APPROVAL

### MINUTES

1. Approval of the minutes dated October 16, 2024.

### LIAISON REPORTS

### OLD BUSINESS

### NEW BUSINESS

2. Council Priority Tracker.
3. Roundtable Review and Summary.

### ITEMS OF COMMISSIONER INTEREST

4. Community Liaison Report.

### UPCOMING SCHEDULE

5. 2025 Draft Work Program.

### ADJOURNMENT



# ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES OCTOBER 16, 2024

*This meeting was conducted in-person at Snoqualmie City Hall.*

## CALL TO ORDER & ROLL CALL

Chair Kristina Hudson called the meeting to order at 8:09 a.m.

**Commissioners:** Adrian Webb, Paula Shively, and Joelle Gibson (remote).

Rob McDonald, Nichole Pas, and Vasudha Sharma were absent.

Councilmember Wotton was in attendance.

Kelly Coughlin for the SnoValley Chamber of Commerce was in attendance.

VIPs Rene Price Campbell from Snoqualmie Valley School District (remote), and Dorie Ross from the Downtown Business Association were in attendance.

**City Staff:** Mike Chambless, City Administrator; Emily Arteché, Community Development Director; Jeff Hamlin, Parks & Public Works Director; Nicole Wiebe, Community Liaison; Gretchen Garrett, Deputy City Clerk; and Andrew Jongkrye, IT Services.

## PUBLIC COMMENT

There was no public comment.

## MINUTES

1. The minutes of February 21, June 18, and September 18, 2024 were unanimously approved.

## AGENDA APPROVAL

The agenda was unanimously approved as presented.

## LIAISON REPORTS

Councilmember Wotton had a couple of things to report:

- Council approved the 2025-2026 biennium budget. There is a 5% vacancy in staff assumption in the budget. This assumption enabled the City to fund three additional firefighter/EMT positions.
- Council is setting legislative priorities for 2025 and the Economic Development Commission's input is encouraged. Council wants input on how to make the City sustainable, and how to make tourism a component of the revenue needed for services. The Commission's insight will bring a business perspective to the table and create a well-rounded vision for the future.

- Council approved the Development Agreement for the Model Train Museum on the King Street lot. Anticipate 70,000 to 100,000 visitors per year. The Model Train Museum will be a huge boom to the town and a compliment to the existing railroad.

## OLD BUSINESS

## NEW BUSINESS

### 2. Snoqualmie Valley Rural Tourism Support Program.

Presentation by Kelly Coughlin from the SnoValley Chamber of Commerce. Discussion points:

- SnoValley Chamber of Commerce established a Tourism Improvement District (TID). The TID focuses on community identity and community pride by promoting local culture, history, and outdoor activities. The TID invests in advertising, events, and infrastructure. The TID includes the City of North Bend and the City of Snoqualmie today but will eventually include the entire Snoqualmie Valley because expansion will create more opportunities for economic growth.
- SnoValley Chamber of Commerce secured two key grants:
  1. Washington Rural Tourism Support (RTS). RTS funds will be used to create a destination marketing organization.
  2. Port of Seattle Pilot Program. Port of Seattle Pilot Program funds will be used to create a strategy.
- SnoValley Chamber of Commerce asked the City to support a feasibility study and suggested the City consider a tax on soda to achieve a more sustainable source of funding for tourism infrastructure and marketing campaigns.

Questions and discussion followed.

## ITEMS OF COMMISSIONER INTEREST

### 3. Rivertrail Status Update.

Parks & Public Works Director Jeff Hamlin presented an overview and status update of the Rivertrail project. The Rivertrail will be a large network of trails in the town center. The City is currently working on phase one of the trail which is the section located NW of Sandy Cove. It is across from the railroad yard at the train spur and the abandoned train trestle is across the river. The spur will become a viewing platform with bridges on both sides. The trail will travel towards downtown, past where the old white house used to be. The old white house has been demolished and replaced with a green lawn. Currently the project is in permit review and construction is expected to begin next summer.

4. Tourism Website and Troll Update.

Community Liaison Nicole Wiebe presented an update about bringing a troll to Snoqualmie. Trolls are sustainable art installations. The first decision is where to put the troll. If a location can be agreed upon, the City will need funding to proceed. The Economic Development Commission offered to work on funding options to help the City obtain the iconic tourist attraction.

The City received grant funding from the Port of Seattle to create a “Visit Snoqualmie” website. Visit Snoqualmie can be accessed directly, or from the City’s website. Unique branding was created for Visit Snoqualmie. The site was launched at the end of August but the City is still building content. The City also established Visit Snoqualmie Instagram.

An update from the Arts Commission - a local artist created new pole banners around the City.

**UPCOMING SCHEDULE**

- 5. Draft 2024 Work Program.

**ADJOURNMENT**

Meeting adjourned at 9:11 a.m.

DRAFT

*Minutes by Gretchen Garrett, Deputy City Clerk.  
Recorded meeting audio is available on the City website after the meeting.  
Minutes approved at the \_\_\_\_\_ Economic Development Commission Meeting.*



**City of Snoqualmie**  
**2023-2024 Council Priority Tracker**  
 Community Development Committee

Item 2.

Topic	Council Priorities						Purpose	Council Committee	Department	Start Date	End Date	Intended Outcome	Next Steps	Contact	Notes	Hyperlinks (if available)
	Encourage Economic Vibrancy	Bolster Neighborhood Viability	Invest in Transportation and Infrastructure	Enhance Quality of Life	Assure a Safe Community	Insure Fiscal Transparency and Operational Stability										
Snoqualmie Mill Site Development	✓	✓	✓	✓			Economic Development and Affordable Housing	Community Development	Community Development	N/A	Ongoing	New Community with Economic Vibrancy	Awaiting the permit review process	Emily Artesche	The applicant is currently waiting for improved economic conditions before pursuing additional permits. An approval of resolution for MFTE is required.	<a href="https://www.snoqualmieva.gov/888/Snoqualmie-Mill-PC-Plan">https://www.snoqualmieva.gov/888/Snoqualmie-Mill-PC-Plan</a>
Affordable Housing		✓		✓		✓	Meet State Requirements	Community Development	Community Development	Nov-22	Ongoing	New Units Available to All Income Levels	Roundtable	Emily Artesche	3-pronged approach analyzing city lands, city funds and city policy.	
Tourism	✓	✓		✓		✓	Economic Development	Community Development	Community Development	Nov-23	Ongoing	On-going Economic Vibrancy	Economic Development Commission	Emily Artesche	This is an effort to support downtown businesses and retail expansion to create a Tourism Multiplier Effect. A Trolley Car could be considered.	<a href="https://www.railwaypreservation.com/vintagetrolley/issaquah.htm">https://www.railwaypreservation.com/vintagetrolley/issaquah.htm</a>
Northwest Railway Museum Roundhouse Project	✓	✓		✓			Economic Development	Community Development	Community Development	Sep-21	Ongoing	Expanded Museum Bringing Tourism	Continue the permit review process	Emily Artesche	The applicant is currently addressing City review comments on permitting on plans for a building with a circular or semicircular shape used by railways for servicing and storing locomotives.	
FEMA Community Rating System (CRS) and Flood Mitigation		✓		✓	✓		Meet State and Federal Requirements	Community Development	Community Development	Sep-23	Ongoing	Lower Insurance Rate for Property Owners	Review Repetitive Loss Properties	Emily Artesche	Staff is seeking opportunities to address flood mitigation including raising of homes above flood elevation and changing the city classification.	<a href="https://www.fema.gov/food/pain-management/community-rat/crs-system">https://www.fema.gov/food/pain-management/community-rat/crs-system</a>
Comprehensive Plan	✓	✓	✓	✓	✓	✓	Meet State Requirements	Community Development	Community Development	Jan-23	Ongoing	A Viable Roadmap for Future	Review Recommendations from Commission	Emily Artesche		<a href="https://www.snoqualmieva.gov/997/Comprehensive-Plan-Update-2044">https://www.snoqualmieva.gov/997/Comprehensive-Plan-Update-2044</a>
Urban Growth Area (UGA) Boundaries		✓		✓			Meet State and County Requirements	Community Development	Community Development	Jul-23	Dec-25	A Review of Capacity Opportunities	Identify desired features in UGA, Proposed Reconciliation Steps, complete current housing efforts	Emily Artesche	Staff is working with King County on next steps which include completion of a Comprehensive Plan, determination of feasible boundaries, requesting County/State Tools to assist the City in the process, and requesting reconciliation.	
Snoqualmie Municipal Code (SMC) Retail Code Amendment	✓	✓				✓	Economic Development	Community Development	Community Development	Apr-23	Dec-24	Increased Retail in Key Locations	Initiate MUPF Amendments	Jonathan Kestler	Discussion occurred at a Community Development Committee Meeting in April 2023. Next steps to come.	
Middle Housing	✓	✓	✓	✓			Meet State and Federal Requirements	Community Development	Community Development	Sep-22	Jun-23	Development and Encouragement of Attached Units, Variety of Complexes	N/A	Emily Artesche	The city will continue to stay involved in discussions on middle housing additions. Other opportunities to address work-force housing and low-income housing are forthcoming.	<a href="https://www.snoqualmieva.gov/1017/Middle-Housing">https://www.snoqualmieva.gov/1017/Middle-Housing</a>
Human Services Program		✓		✓	✓		Support Desired Services and/or Enhancements	Community Development	Administration	Jan-23	Dec-24	Providing Money to Desired Services and Enhancements	Identify Gaps to Fill	Carson Hornsby	The Human Services Advisory Committee will review accountability forms and distribute remaining funds to human services organizations throughout the biennium.	<a href="https://www.snoqualmieva.gov/583/Human-Services">https://www.snoqualmieva.gov/583/Human-Services</a>



**Emily Arteche, Director**  
38624 SE River St. | P.O. Box 987  
Snoqualmie, Washington 98065  
(425) 888-5337 | [earteche@snoqualmiewa.gov](mailto:earteche@snoqualmiewa.gov)

MEMORANDUM

To: Economic Development Commission  
From: Emily Arteche, Director CD  
Date: January 15, 2025  
Subject: Summary of Roundtable Meetings and Key Initiatives

**INTRODUCTION:**

This memo serves as a summary of our recent roundtable meetings conducted in 2024 aimed at fostering economic growth and development in our community. The EDC Roundtables were developed to occur quarterly with employees within the city’s employment districts, starting with the business park, Ridge, Kimball Creek Village, and Downtown Association regarding topics listed on the 2024 EDC Work program.

**BACKGROUND:**

The Commission conducted outreach to 68 local businesses, inviting them to participate in small business roundtables, which resulted in three successful meetings held at City Hall in 2024. One Roundtable scheduled in November 2024 was cancelled and has since been rescheduled to February 2025 with the Downtown Business Association.

**ANALYSIS:**

We engaged in small business roundtables to gather insights and foster relationships within our local business community. Below are the key points discussed and initiatives identified:

1. Supporting a Vibrant Tourism Economy

Initiatives for improving signage and wayfinding in our area were discussed to enhance the visitor experience.

The Troll Project, an artistic installation by Thomas Dambo, was identified as a unique attraction to boost tourism.

2. Addressing the Need for Increased Foot Traffic and Customers

Challenges: We identified minimum wage requirements and inflation as significant barriers affecting local businesses’ revenues.

Opportunities:

We discussed creating more tourism and local marketing opportunities to draw visitors and increase foot traffic.

Enhancements to wayfinding signage were emphasized for better navigation and attraction of diverse clientele.

Increased marketing efforts for tourism and tourism development were deemed essential to raising local business revenues.

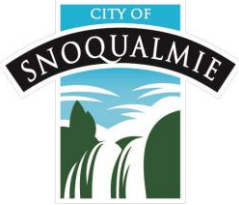
3. Workforce and Living Costs

The rising cost of living has been identified as a deterrent for workforce recruitment from within the area. We proposed exploring the feasibility of a Snoqualmie Business Bus to facilitate access to the workforce, potentially attracting employees from surrounding regions.

In summary, meetings have highlighted a strong commitment to nurturing local businesses, fostering entrepreneurial spirit, supporting tourism, and addressing challenges with thoughtful opportunities.

**NEXT STEPS:**

Discuss key findings and suggestions from the Roundtables and determine action items that could be considered for 2025 work program.



# Economic Development Commission Work Program

2025 WORK PROGRAM ITEMS	
TOPIC	DATE
Business Roundtables	Quarterly
Snoqualmie Wayfinding Signage	On-going
Council Priority Tracker, Tourism	On-going
Mainstreets USA Status	On-going
Washington State’s Creative Districts	1 <sup>st</sup> -2 <sup>nd</sup> Quarters
Business Park Recruitment	On-going
Training, Department of Commerce	1 <sup>st</sup> Quarter

2026 AND FUTURE WORK PROGRAM ITEMS	
TOPIC	DATE
Funding, Doors Open King County	TBD
Branding Identity	TBD
Kiosks	TBD