



# ECONOMIC DEVELOPMENT COMMISSION MEETING

Wednesday, May 20, 2026, at 8:00 AM

Snoqualmie City Hall, 38624 SE River Street & Zoom

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## COMMISSION MEMBERS

Commissioners: Gary Skiba, Kristina Hudson, Joelle Gibson, Adrian Webb, Nichole Pas, Paula Shively, and Nick Postiglione

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

**Join by Telephone:** To listen to the meeting via telephone, please call **253.215.8782** and enter Webinar ID **818 3767 3145** and Password **0800200121** if prompted.

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## CALL TO ORDER & ROLL CALL

## AGENDA APPROVAL

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

## MINUTES

1. Approval of the minutes dated April 15, 2026.

## LIAISON REPORTS

## NEW BUSINESS

2. **Presentation:** Presentation from the Chamber on the Downtown Merchants Survey Results

## OLD BUSINESS

3. **Discussion:** Wrap up 2026 list of priorities

## ADJOURNMENT



## ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES APRIL 15, 2026

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

**CALL TO ORDER & ROLL CALL:** Chair Kristina Hudson called the meeting to order at 8:05 am.

**Snoqualmie Commissioners:** Adrian Webb, Gary Skiba, Joelle Gibson (remote), Nick Postiglione, and Kristina Hudson were present.

Mayor Mayhew was also present.

**Snoqualmie City Staff:** Mona Davis, Community and Economic Development Director; Ashley Orre, Planning & Permit Technician, and Andrew Jongekryg, IT Support.

**AGENDA APPROVAL** – The agenda was approved as presented.

**PUBLIC COMMENT** – There were no public comments.

**CHAMBER REPORT (5 minutes)** – No report from the Chamber.

**LIAISON REPORTS** – No report from the Liaison.

### NEW BUSINESS

2. **Discussion:** Establish Action Items for 2026 Commission

Director Davis shared a PowerPoint presentation with the priorities discussed at the joint EDC meeting with North Bend. She asked commissioners to discuss the top three priorities and what they want to achieve this year. Commissioners were given an opportunity to discuss. Mayor Mayhew added to the discussion.

Commissioners discussed specific action items for the year including hiring an EDC professional, the beautification of the train graveyard, continuing the River Trail access and development, lighting and activation in the Historic Downtown, adding more kid friendly activities downtown, and wayfinding signage.

**ADJOURNMENT** The meeting was adjourned at 10:01 am.

*Minutes prepared by Ashley Orre, Planning & Permit Technician.*

*Recorded meeting audio is available on the city website after the meeting.*

*Minutes approved at the \_\_\_\_\_ Economic Development Commission Meeting.*

Economic Development Commission Meeting

# DOWNTOWN SNOQUALMIE ACTIVATION SURVEY



Item 2.

# HOPE

Item 2.

“Relevance does not happen by accident. It happens when we listen, respond, and are willing to grow with the needs of our community.”



# SURVEY

## **Downtown Snoqualmie Activation Survey Overview**

The survey gives us a clear picture of the businesses that make up our downtown core.

Most respondents were in the Downtown Core, with the largest business types represented being service-based businesses, restaurants, and retail.

This means the feedback is coming directly from the businesses most connected to downtown success.

## Downtown Snoqualmie Merchants

### Survey Results and Next Steps

A short review of what merchants told us and where we go from here

**37**

responses  
from  
merchants

**71%**

located in the  
**Downtown Core**

**89%**

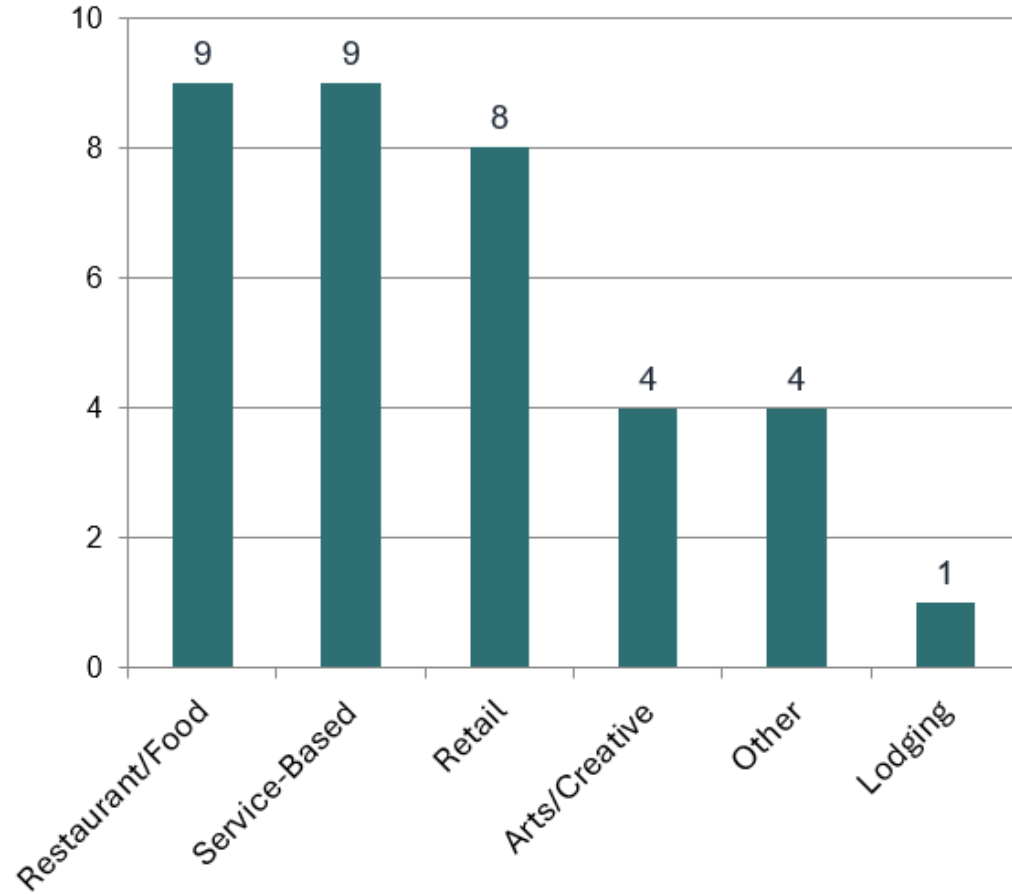
yes or possible on  
**First Fridays**

**81%**

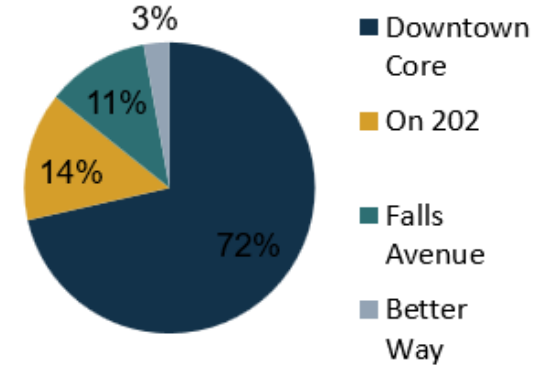
would join a  
**Fresh & Inviting effort**

**Big picture:** merchants want a downtown that is easier to navigate, more comfortable to linger in, and more inviting for both locals and visitors.

## Business mix



## Business location

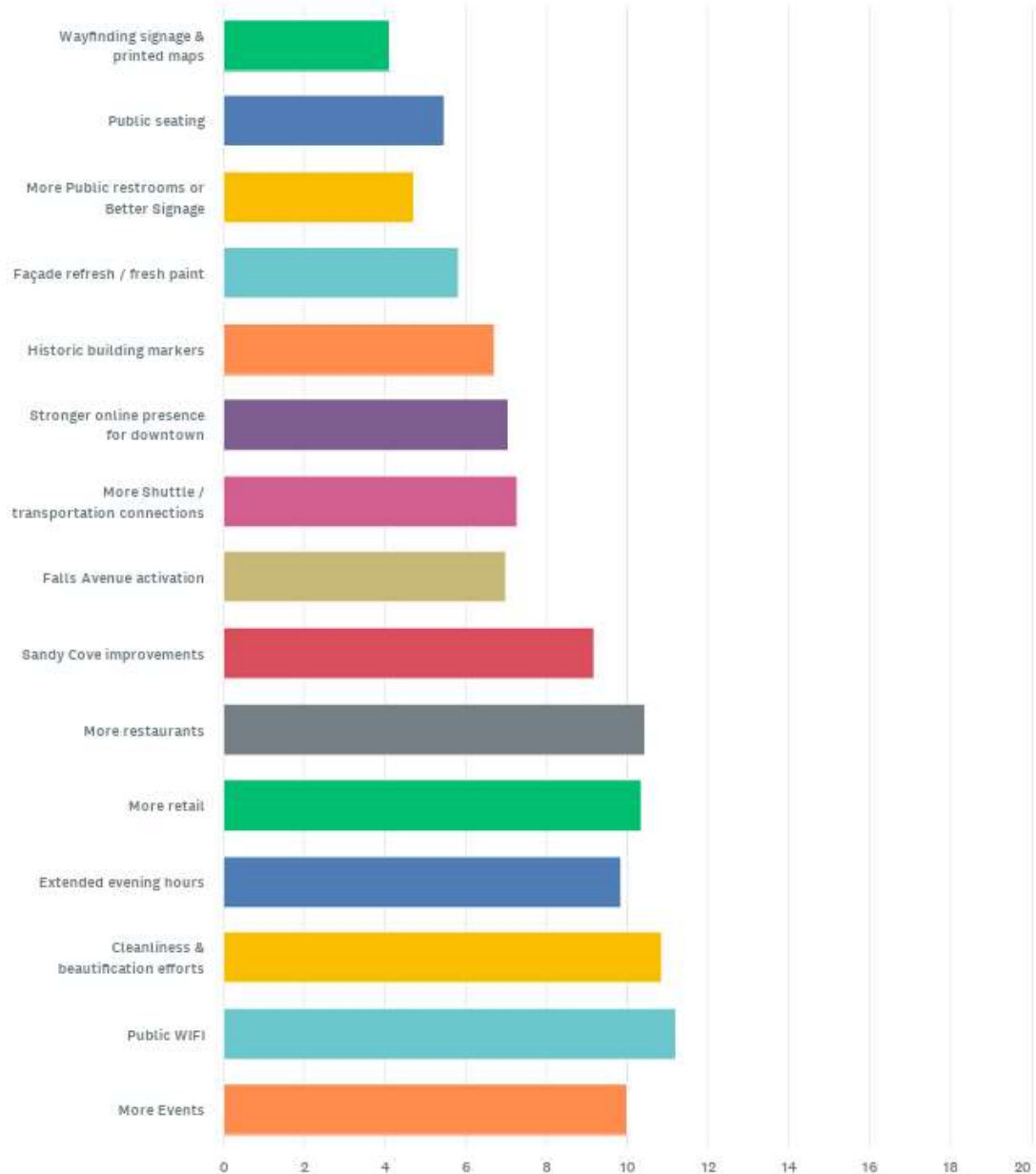


**What this means:** the survey mainly reflects the voices of core downtown businesses, with strong input from food, retail, and service businesses.

Q4

37 responses

What are the TOP 3 improvements that would most impact downtown success?



Item 2.

# SURVEY SAYS...

The survey results show that downtown success depends on creating a place that is easier to navigate, more welcoming, more connected, and more active.

## Key Priorities Identified

- Better wayfinding signage and printed maps
- More public seating and restroom access
- Public Wi-Fi to improve visitor convenience and connectivity
- Stronger downtown activation through events and Falls Avenue improvements
- More restaurants, retail, and extended evening hours
- Façade refreshes, historic markers, cleanliness, and beautification

## Main Takeaway

Respondents want downtown to feel easier to explore, more comfortable to visit, better connected, and more compelling to return to. The results point to a clear need for visible improvements that support both the visitor experience and the long-term vitality of downtown.

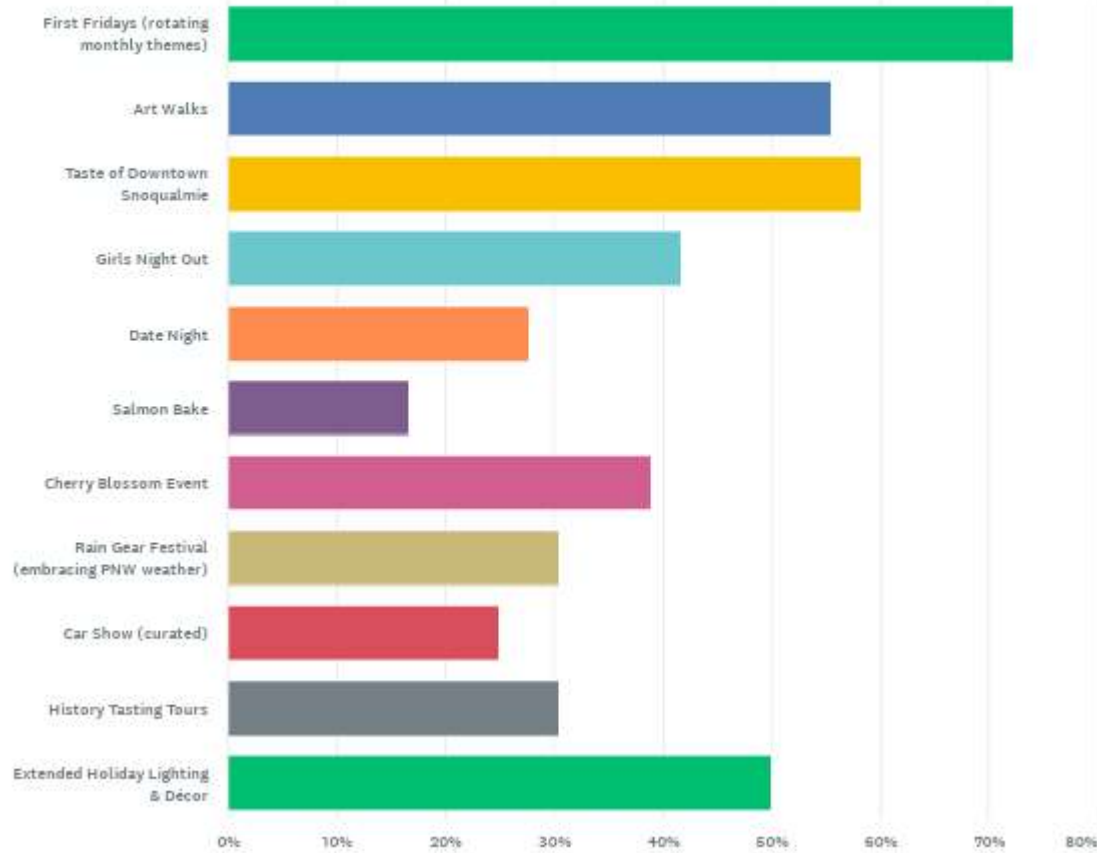
Downtown Snoqualmie Activation Survey

SurveyMonkey

Q5

36 responses

Which event concepts would you most support?



Downtown Snoqualmie Activation Survey

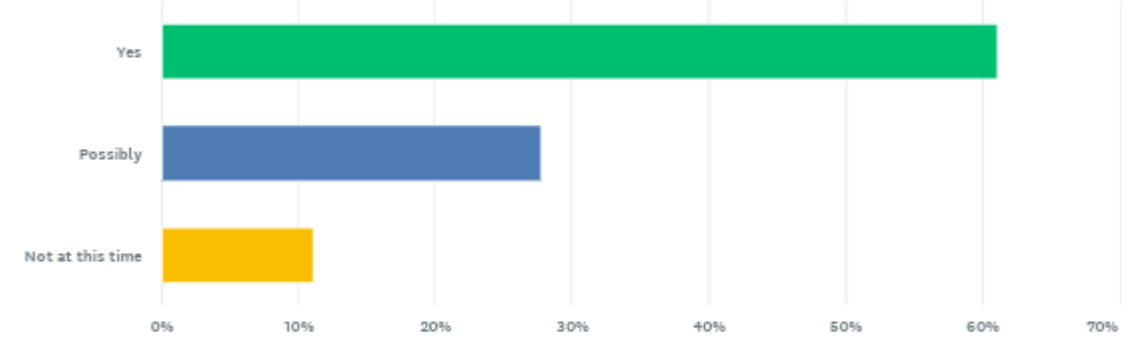
SurveyM

Item 2.

Q8

36 responses

Would you participate in a structured "First Friday" program if it were organized and marketed collectively? First Friday is a monthly event held on the first Friday of each month where local businesses stay open later and offer special promotions, activities, or entertainment. The event encourages residents and visitors to explore the area, support locally owned businesses, and enjoy a lively community atmosphere.





### Exterior Improvements: What Would Make Buildings More Inviting?

Respondents identified simple but high-impact improvements that would make downtown buildings feel more welcoming and attractive. Common ideas included flowers, planter boxes, improved landscaping, better windows, outdoor retail displays, sidewalk maintenance, public art, enhanced pedestrian comfort, cleaner sidewalks, and more trash cans.

#### Key Themes

- More flowers, planter boxes, and seasonal greenery
- Improved windows and storefront presentation
- Outdoor retail displays and sidewalk activity
- Cleaner sidewalks and better sidewalk maintenance
- More trash cans to support cleanliness and visitor experience
- Public art where appropriate and feasible
- Safer, calmer pedestrian environments near traffic and crossings

#### Main Takeaway

Businesses are not only asking for Falls Avenue Development. Many are asking for achievable improvements that create curb appeal, improve the pedestrian experience, and show visible pride in downtown. These small touches can make buildings feel more inviting and encourage people to slow down, explore, and spend more time downtown.

# WHAT PREVENTS PEOPLE FROM STAYING LONGER?

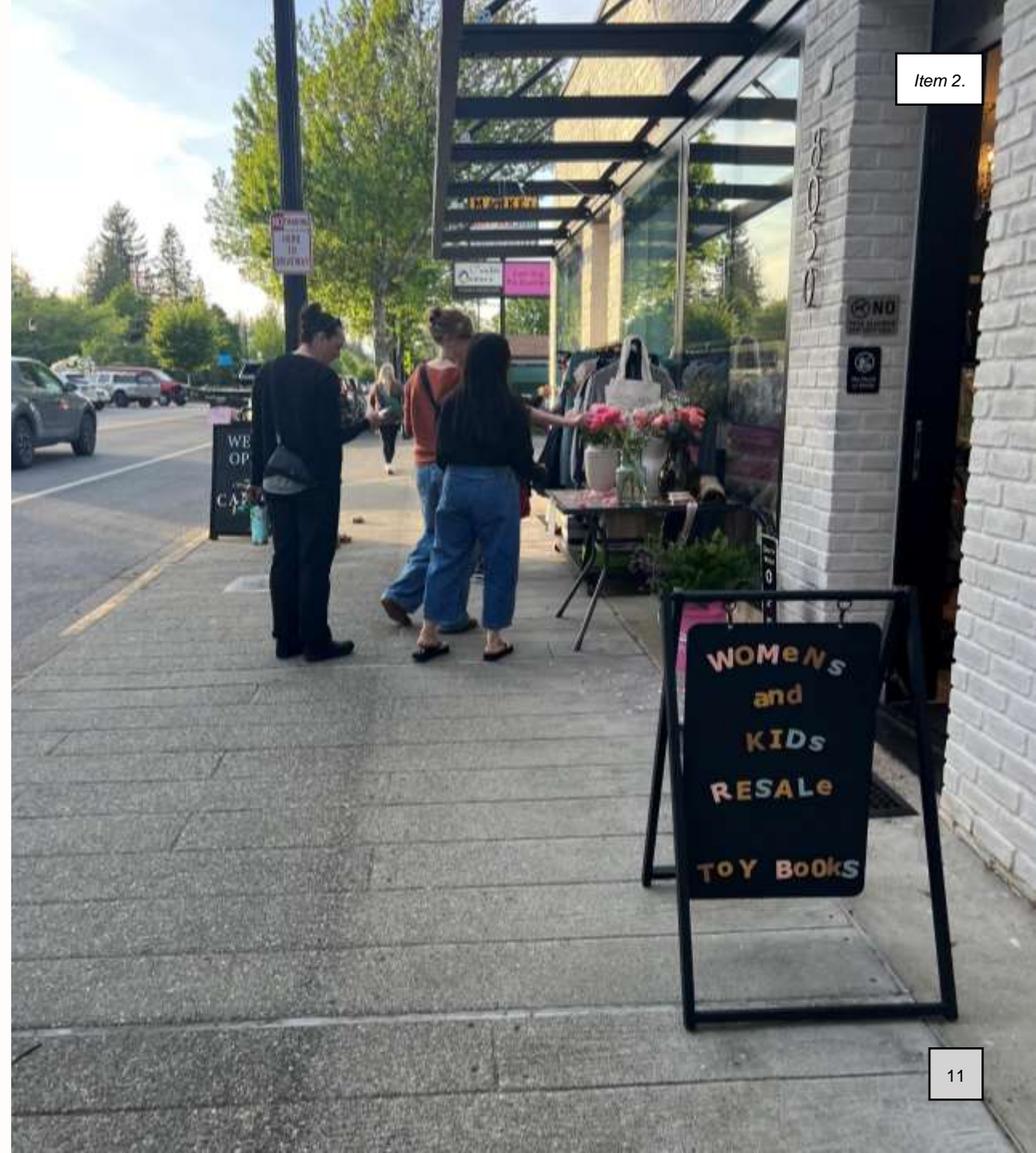
Survey responses suggest that visitors are leaving downtown sooner because there are not enough reasons or amenities encouraging them to stay. Common barriers include limited restaurant options, limited retail hours, lack of consistent foot traffic, weather challenges, darkness, and the need for more lighting and family friendly amenities.

- **Key Themes**

- Not enough restaurants or food options to keep visitors downtown
- Limited business hours, especially during weekdays and evenings
- Not enough retail variety or shopping opportunities
- Weather, rain, and darkness affecting visitor comfort
- Need for better street lighting and a more welcoming evening atmosphere
- Lack of family friendly amenities, such as a play area or activities for children
- Visitors often leave because they have other plans or do not know what else to do downtown

- **Main Takeaway**

- The results show that visitors need more reasons to stay once they arrive. Downtown has strong potential, but longer visits will depend on creating a more complete experience with food, shopping, lighting, family amenities, and consistent business activity that encourages people to linger, explore, and spend locally.



# ADDITIONAL IDEAS AND COMMENTS SUMMARY

Respondents emphasized the need for stronger signage, public WiFi, more events, and intentional activation of Falls Avenue, along with additional public restrooms and more family-friendly amenities near the train station. Several comments also pointed to the need for better lighting, cleaner public spaces, and improvements at Sandy Cove to make downtown feel safer and more inviting.

A strong theme was community pride and willingness to help. Respondents encouraged the use of local artists, authentic community-created visuals, and partnerships with organizations willing to support events, cleanup, childcare, concerts, World Cup watch parties, and beautification efforts.

## **Main Takeaway**

The comments show that people want a downtown that is easier to explore, better connected, cleaner, more active, more family friendly, and more reflective of local community character, with Falls Avenue playing a stronger role in downtown vitality.





# BOTTOM LINE

The survey confirms that our downtown core is ready for activation.

It gives us direction to focus on visitor experience, business participation, and creating a downtown people want to explore, enjoy, and return to.

# IMPACTS

- **How it impacts our core**
- The results show that businesses are ready for a more coordinated downtown strategy.
- Many said they would stay open later for organized event nights.
- Most also said they would participate in a First Friday program and support a Fresh and Inviting storefront effort.
- Our merchants want to activate Falls Avenue





# NEXT STEPS: FROM FEEDBACK TO ACTION

The survey results are clear. Downtown has strong potential, but success will depend on visible action from the merchants and city, coordinated partnerships, and a shared commitment to improving the visitor and business experience. Now is the time to move from listening to implementation.

## Action Item

The Chamber and City are looking for the Economic Development Commission to assist with implementation by helping prioritize projects, identify quick wins, connect partners, explore funding opportunities, and support a short-term downtown action plan.

## Closing Message

This is an opportunity to turn community feedback into meaningful progress. With the EDC's leadership and support, we can begin advancing practical improvements that make downtown easier to explore, more welcoming, more active, and more economically vibrant.