



ECONOMIC DEVELOPMENT COMMISSION HYBRID MEETING

Wednesday, September 21, 2022, at 8:00 AM

Snoqualmie City Hall, 38624 SE River Street & Zoom

COMMISSION MEMBERS

Chair: Bobbi Harrison

Commissioners: Joelle Gibson, Sherry Jennings,
Larry Mana'o, Rob McDonald, Ryan Seal, and Louis Washington

This meeting will be conducted in person and remotely using teleconferencing technology provided by Zoom.

Join by Telephone at 8:00 AM: To listen to the meeting via telephone, please call **253.215.8782** and enter Webinar ID **818 3767 3145** and Password **0800200121** if prompted.

Press *9 to raise your hand to speak. Raising your hand signals the meeting moderator that you have a comment.

Press *6 to mute and unmute.

Join by Internet at 8:00 AM: To watch the meeting over the internet via your computer, follow these steps:

- 1) Click this [link](#)
- 2) If the Zoom app is not installed on your computer, you will be prompted to download it.
- 3) If prompted for Webinar ID, enter **818 3767 3145**; Enter Password **0800200121**
- 4) Please confirm that your audio works prior to participating.

CALL TO ORDER & ROLL CALL

AGENDA APPROVAL

PUBLIC COMMENTS

MINUTES

- [1.](#) Approval of the minutes dated
August 17, 2022

OLD BUSINESS

2. Community Liaison Report
3. Chamber of Commerce Report
4. Community Development Report
5. Mayor's Report
- [6.](#) EDC Mission Statement

NEW BUSINESS

- [7.](#) ARPA Letter from EDC

ADJOURNMENT



ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES AUGUST 17, 2022

This meeting was conducted in person in the Council Chambers at Snoqualmie City Hall and remotely using teleconferencing technology provided by Zoom.

CALL TO ORDER & ROLL CALL

Committee Chair Bobbi Harrison called the meeting to order 8:18am

Commissioners: Chair Bobbi Harrison and Commissioners Kelly Coughlin, Joelle Gibson, Rob McDonald, Louis Washington, Ryan Seal, Larry Mana'o, and Sherry Jennings.

Mayor Katherine Ross and Councilmember Rob Wotton were also present.

City Staff: Jason Rogers, Senior Planner; Nicole Wiebe, Community Liaison; and Emily Arteche, Community Development Director

AGENDA APPROVAL: The agenda was approved without objection.

PUBLIC COMMENTS: None

APPROVAL OF MINUTES: June and July meeting minutes were approved.

DISCUSSION

- Community Liaison Update: Movies & Music in the Park events and business visits
- Chamber Update: Visitor App, virtual information center, Block Party positive response, SVSD Welcome Bags, and ARPA Holiday Lighting request
- Mayor Update: CIP, business visits common themes are hiring challenges and signage
- Community Development Report: LDS Parcel, signage, Salish egress and traffic control, and comprehensive plan
- CM Wotton: Affordable Housing update
- Mission Statement discussion: Move to approve at September meeting

ADJOURNMENT

Meeting adjourned at 9:46 am

September 19, 2022

[Commission Address]

Re: Letter of Intent
EDC Mission Statement Proposal

Dear Mayor Ross and Council,

The members of the Economic Development Commission (EDC) are sending this letter to propose its new Mission Statement.

The EDC's sole intention is to serve the City of Snoqualmie, its businesses and residents, though supporting the initiatives and goals set forth by Council. To this end, we have amended the Commission's Mission Statement to better reflect our work. It reads as follows:

The Snoqualmie Economic Development Commission will work to identify diverse economic opportunities, recruit and retain local businesses and foster the spirit of entrepreneurship and strategic partnerships, while supporting a vibrant tourism economy in balance with a healthy community and abundant natural resources. The Commission will present opportunities and recommendations to support business strategies and goals set by City Council.

It is our hope that the Council will approve the proposed Mission Statement on September 19, 2022 as written.

Respectfully,

Bobbi Harrison
Economic Development Commission Chair

September 27, 2022

Economic Development Commission
38624 SE River Street
Snoqualmie, Washington 98065

Dear Honorable Mayor Ross and City Council Members,

The Economic Development Commission is writing this letter to request the use of available American Rescue Plan Act (ARPA) funds. The current aggregate available in ARPA Funds is \$856,339.

The EDC is requesting \$275,000 on behalf of the business community for a more robust marketing campaign and business community support during the winter season. The ARPA funds will be used specifically for the following projects:

Strategic Report on Branding - Whole Community – \$25,000

Digital Branding Campaign – \$150,000

- Branding Campaign - TV and social media
- Enhance digital marketing campaign through the mobile app
- Local Shopping - Shop local, support local campaign
- Filming - Promotional Filming
- Branding, Shop local, Filming

Lighting - Winter Season – \$100,000

- Purchase Lights – Commercial-grade Lighting Decor
- 8-year plan
- Focus Months are January through March
- Create a Winter Festival
- Begin light installation third week in October. Take down lights at end of February.

We will assemble a task force to review the costs associated with these projects.

We feel that now is the time for City Council to commit to the investment in our business community to ensure a long-lasting impact on our economic vitality which will benefit our businesses and City for years to come.

Your attention to this matter and consideration of the needs of our community are greatly appreciated. If you have questions, please contact the Snoqualmie Economic Development Commission.

Sincere Regards,

Snoqualmie EDC