



# SPECIAL MEETING NOTICE EDMONDS ECONOMIC DEVELOPMENT COMMISSION

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The **Edmonds Economic Development Commission will meet on Thursday, October 13, 2025, at 6 p.m.** The purpose of the meeting is for the Edmonds Economic Development Commission to discuss the topics outlined on the attached agenda.

The meeting will be held in a hybrid format.

**PHYSICAL LOCATION:**

City Hall | 3<sup>rd</sup> Floor Brackett Room | 121 5<sup>th</sup> Ave N, Edmonds, WA 98020

**REMOTE MEETING/ZOOM INFORMATION:**

<https://zoom.us/j/98696685791?pwd=Ryt0ZjVuK3ZCN0N4Q1RrMHZqSWpyQT09>

Meeting ID: 986 9668 5791

Passcode: 901513

The public is welcome to attend the meeting.

Posted/Emailed: November 12, 2025

**POSTED:**

City Hall  
Public Safety

**EMAILED:**

The Herald  
The Edmonds Beacon  
Myedmondsnews.com  
City Council



## **SPECIAL MEETING AGENDA**

### **Edmonds Economic Development Commission**

Thursday, November 13, 2025

6PM – 8PM

#### **HYBRID MEETING**

The Economic Development Commission members will be meeting in person and/or remotely for this meeting. The public may join at the physical location or join through zoom.

#### **PHYSICAL LOCATION**

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#### 6:00 PM Call to Order

1. Roll Call and Recognition of Approved Absences
2. Approval of Agenda
3. Approval of October 29, 2025 Meeting Notes
4. Audience Comments (3 minutes per person)
5. B & O Tax Committee Update
6. Paid Parking Committee Update
7. Liaison Updates
  - a. City Council – Councilmember Eck
  - b. Port of Edmonds – Selena Killin
  - c. Chamber of Commerce – Ryan Crowther
  - d. Planning Board – Lee Hankins
8. Roundtable Discussion
9. Adjourn 8:00 PM

Next meeting: TBD

**CITY OF EDMONDS  
SPECIAL MEETING  
ECONOMIC DEVELOPMENT COMMISSION  
October 29, 2025**

**COMMISSIONERS PRESENT:**

Matt Cox, Chair  
Darrol Haug  
Carrie Mandak  
Natalie Seitz  
Kevin Harris  
Nicole Hughes  
Nick Perrault

**COMMISSIONERS ABSENT:**

Pete Spear  
Allan Townsend, Vice-Chair

**LIAISONS PRESENT:**

Chris Eck, Councilmember, *ex-officio*

Selena Killin, Port Commissioner, *ex-officio*

**LIAISONS ABSENT:**

Ryan Crowther, Chamber, *ex-officio*  
Lee Hankins – *Planning Board, ex-officio*

**GUESTS:**

Roger Pence  
Kathleen *via Zoom*  
JR F *via Zoom*  
Vivan Olson

**STAFF PRESENT:**

Todd Tatum, Director CCED  
Megan Luttrell, Program Coordinator CCED

**Economic Development Commission meeting called to order by Matt Cox at 6:00 p.m.**

**Call to Order**

- 1. Roll Call and Recognition of Approved Absences:** Pete & Allan are absent
- 2. Approval of Agenda:** Motion to approve by Nicole, seconded by Natalie; motion passes.
- 3. Approval of September 24, 2025, Notes:** Nicole motions to approve with an edit to the last sentence in second paragraph of Item 5, "Prior to that, the group plans to present at the Edmonds Downtown Alliance and Edmonds Chamber in a future meeting. With that change Nick seconds, motion passes.
- 4. Audience Comments:**
  - a. Roger Pence** – Edmonds - Concerned about the impact of both Paid Parking and B&O Tax on businesses.
  - b. Kathleen** – Edmonds – Concerned about paid parking; she feels it will turn Edmonds into Ballard. It will be a disservice to the community. Disagrees with B&O Tax, there must be a better way to bring in funds. This is sticking it to business owners. She suggests revenue through ticketing due to high rates of speeds through town.

Prior to the Commission sharing their updates on B&O Tax and Paid Parking, Todd gives clarity to the process of moving forward with either initiative. Council will receive no less than three opportunities to review the initiatives before making their final decision on how to move forward.

**5. B&O Tax Committee Progress Report & Feedback:**

Kevin explains the workshop structure and shares the questions that were presented to the attendees. He is working through synthesizing the feedback. Overall participants were not supportive of B&O Tax. 41-42 businesses participated.

Present themes thus far:

- concern about impact on businesses;
- unfairness due to it being based on gross revenue;
- if the levy passes property owners will pass the increase on to tenants making it a double hit to business owners;
- concern for the city's fiscal management;
- people are considering moving;
- overall tax fatigue;
- concern isn't just about this tax but the compounding taxation;
- if this tax is implemented they would like a say in how it's spent;
- many acknowledge the lack of recognition of the positive impact businesses bring to our community;
- debate around equity of small vs large businesses;
- compliments around the process and/or opportunity to be heard in this process;
- Edmonds is becoming known as not being business friendly.

Some participants attempted to disrupt the process as they emphasized that the City should have provided data prior to these discussions. The team shifted and explained at the beginning of the workshops, this is the very first step in the process and there is value in starting these discussions prior to obtaining data.

CM Eck appreciates all the information gathered and shared. She asks if the businesses provided other ideas? Some other ideas that came from the discussions are - draw the film industry to Edmonds; spend less; monetizing the permit process - expedite permits by paying more.

Kevin explains the Committee plans to present the themes they heard and process recommendations. You should be able to come away from the presentation with a clear understanding of the diversity of thought.

Natalie speaks to the locations of businesses that participated in the workshops. There were maybe four Hwy 99 business represented in the workshops. She's curious if the data will show business sectors that were not represented in the workshops.

Natalie reviewed the Economic Development Element within the Comprehensive Plan. She found few policy connections to the B&O Tax, noting that *Policy ED-4.2 Align the following City's investments and programs with economic development goals*, provides limited tax references. She outlines two potential recommendations: (1) to continue strengthening business connections, and (2) to consider the overall tax burden on businesses when evaluating the B&O Tax. She also highlighted the importance of aligning City investments and economic goals, emphasizing objectives such as job growth, equity, support for disadvantaged areas, and maintaining a predictable and efficient regulatory environment.

They compared Edmonds' context with neighboring cities, Shoreline and Lake Forest Park, discussing timing considerations around implementation. Shoreline, for example, invested \$40 million in Highway 99 improvements completed in 2017 and implemented its B&O Tax in 2019. Natalie reiterated that the Commission recently devoted significant time to refining the Economic Development Element of the Comprehensive Plan, describing it as a foundational tool for decision-making. Kevin and Matt both expressed support for ensuring that any recommendation be weighed against the Comprehensive Plan.

Councilmember Eck adds that Council has committed to identifying \$5 million in non-property tax revenue and this could represent a potential piece of that effort.

Todd notes that there are many existing plans that could be leveraged once funding is available to move initiatives forward. He emphasized that this presents an opportunity to develop the Council recommendation in a way that encourages revitalization and economic development.

Natalie acknowledges the productive discussion and notes that the data before November 18<sup>th</sup> would be helpful, as it will be challenging to develop a recommendation without it.

## **6. Paid Parking Committee Progress Report & Feedback:**

Nick provided an overview of the committee's recent work, outlining the steps taken to date, including meetings with the City and the Port. The committee has not yet met with Ed! or the Chamber but plans to do so. They have developed four draft options and asked the group to review and discuss them.

Nick shared that the number of residential parking permits has increased from approximately 750 to 1,200, while employee permits have decreased from about 750 to 500. He walked the Commission through the four options and opened the floor for discussion.

Kevin asked who bears the greater impact, residents or visitors, and whether there is data showing who primarily uses the parking spaces. Darrol noted that the most recent study indicated the average parking duration in the downtown three-hour zones was under two hours. Todd added that, based on PlacerAI and ECA data, roughly 55% of parking activity during peak times comes from non-residents.

Nick clarified that the numbers used within the formulas are illustrative only and not final recommendations. Natalie suggested expanding Option 3 to make it a more robust high-end scenario. Carrie proposed combining Options 1 and 2 and inquired whether residents would be excluded. Councilmember Eck expressed appreciation for the committee's work and said she found Option 2 particularly interesting.

Todd also thanked the committee, noting that additional staff input may be needed and that Port feedback should be clearly reflected in the recommendation. Nicole asked Natalie where she envisioned greater impact; Natalie responded that charging residents who do not live downtown could feel punitive and suggested free residential permits with a higher visitor hourly rate. Carrie recommended broadening the program's geographic area while keeping costs low. Nicole observed that previous EDC discussions about parking focused on the lack of spaces rather than revenue generation, but this could be an opportunity to address both.

Todd encouraged members to review the Olympia strategy linked in the shared document. Kevin noted that all the examples are based on a single figure and suggested implementing a one-year pilot program to collect data and assess demand, including the potential for dynamic pricing. Nicole added that the committee's goal is to present an option to Council. Natalie supported Kevin's idea and proposed that raising the cost of resident and employee permits could fund a parking study.

Selena thanked the committee for involving the Port early in the process and suggested that a parking study could itself be the recommendation, with opportunities to align it with the Port's own study. Darrol added that since distinct areas are managed separately by the City and the Port, it may make sense to exclude the Port area entirely.

The committee will refine its document based on the feedback received.

Megan will set up a Doodle Poll to schedule the next meeting.

**7. Liaison Updates:**

- a. **City Council – Councilmember Eck:** Last night’s meeting focused on the following:  
From Planning & Development: Co-Living Code Updates to meet state requirements.  
Critical Areas Code Update to better organize and strengthen the code. Relooking at zoning for a small part of Westgate, and in the north “Bowl” area.  
*Council meeting schedule changes:*  
Next week we’ll meet at 6pm on Monday instead of Tuesday, due to election day.  
The following week, we’ll meet at 6pm Wednesday instead of Tuesday, due to Veteran’s Day.  
Waiting for the results of the Nov. 4<sup>th</sup> election
- b. **Port of Edmonds – Selena Killin:** Master planning in 2026 to develop what we want the waterfront to be. To loop back to the talking points of being accountable – construction signage could add language like “this is your dollars at work” to highlight to the community where there tax dollars are being spent.
- c. **Chamber of Commerce – Ryan Crowther:** Absent
- d. **Planning Board – Lee Hankins:** Absent

**8. Roundtable Discussion:**

- Nick shared that he is doing well.
- Darrol mentioned he is currently focused on planning his wife’s birthday celebration.
- Natalie expressed appreciation for the significant effort that went into organizing the recent workshops.
- Carrie noted how much she enjoyed meeting with business owners and encouraged creating more opportunities for similar engagement.
- Matt highlighted the positive feedback received from business owners regarding the workshop format and said he would like to continue something similar if the Commission returns to full capacity.
- Kevin commented that the Commission is finally being utilized in the way it was intended.
- Nicole agrees with Kevin’s sentiments.

**9. Adjourn:** 8:02 p.m.

**Next meeting:** TBD

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## Paid Parking in Edmonds (10/29/25)

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### Purpose

The purpose of this document is to allow discussion among the Economic Development Commissioners in the October 29<sup>th</sup> meeting to help prepare and provide a formal recommendation to Edmonds City Council by November 2025.

### Introduction

The City of Edmonds is evaluating potential approaches to implementing paid parking in the downtown area. City Council has asked the Economic Development Commission (EDC) for input and assessment of paid parking as a potential incremental revenue source beginning in 2026, with the goal of addressing projected budget deficits.

In July 2025, the EDC established a subcommittee to conduct research, planning, and proposal development. The subcommittee has met multiple times, engaged with paid parking technology companies, conducted an informal discussion with the Port of Edmonds, and executed a site visit through potentially impacted areas. There are pending discussions with Edmonds Downtown Alliance and Edmonds Chamber of Commerce.

Currently, parking in the Edmonds downtown area is managed primarily through 2-hour, 3-hour and 72-hour time limits. Parking is only currently monetized through annual permits available to residents and downtown business employees. This proposal outlines the current situation, provides a general summary of the pros and cons of paid parking, and evaluates four possible approaches for consideration by the Economic Development Commission.

Economic Development Commission Sub-Committee Members:

- Commissioners: Darrol Haug, Nicole Hughes, Nick Perrault, Allan Townsend
- Staff Support: Megan Luttrell and Todd Tatum

### Current Parking Situation

At present, the City of Edmonds receives parking revenue primarily through an annual permit system. Residents and downtown employees are eligible to purchase these permits, which provide access to designated parking areas. The permit program generates modest revenue and helps maintain some level of parking organization, but permit pricing has not been adjusted in years. The City may wish to evaluate whether fee increases are appropriate.

Downtown parking is also managed through time restrictions. Certain stalls are designated as 2-hour or 3-hour parking spaces, while non-designated areas are subject to a 72-hour

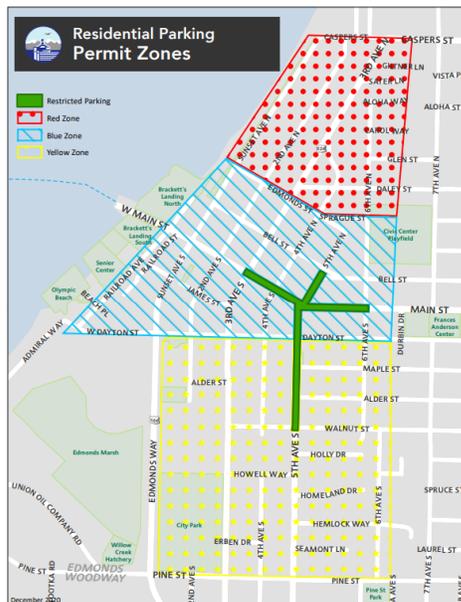
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maximum. Enforcement of these restrictions is limited, which reduces their overall effectiveness.

Existing Permit Annual Pricing and Revenue:

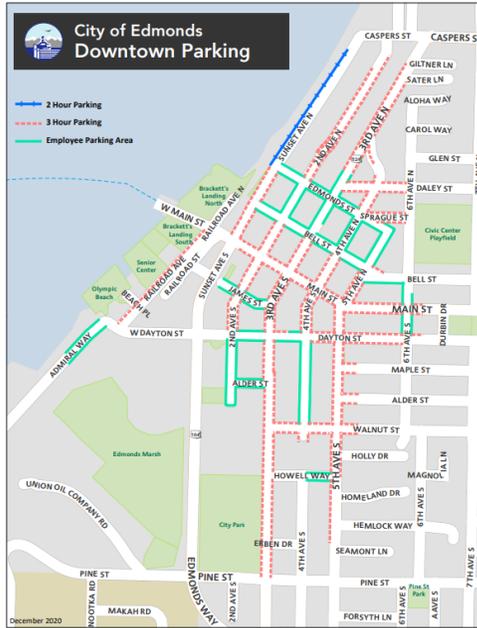
Current	Issued	Price	Tot Rev
Resident	1287	\$25	\$32,175
Employee	494	\$50	\$24,700
			\$56,875

[Map of Existing Permit Zone:](#)



[Map of Existing Downtown Parking:](#)

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## General Pros and Cons of Paid Parking

### Pros

- Generates additional revenue for the city, helping to alleviate existing budget deficits while supporting infrastructure, transportation, and public services.
- Encourages higher turnover in high-demand parking areas, improving access for visitors and businesses.
- Reduces vehicle circling in search of free or reset time-limited parking.
- Supports broader sustainability goals by encouraging alternative transportation modes.
- Provides valuable data on parking demand and usage patterns to inform future planning.
- Ensures that the costs of parking management are shared more equitably among users

### Cons

- Pushback from visitors and residents concerned about added costs.
- Requires ongoing management of technology systems for residents, visitors, and enforcement.
- Risk of shifting parking demand to surrounding residential neighborhoods.
- Potential negative impacts on downtown businesses and port if visitors perceive parking as inconvenient or expensive.
- Requires consistent enforcement to be effective, which increases staffing and administrative costs.

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## Options for Consideration and Discussion

A paid parking calculator tool was developed to help model various scenarios of increasing annual permits as well as the possible implementation of downtown stall paid parking. All inputs and revenue outputs are estimated. Final rates and revenue outputs would be determined by City Council.

### Option 1: Increase Annual Permit Rates

Increase the cost of annual parking permits for residents within downtown zone and employees to \$150 per year while also exploring addition Edmonds resident annual permits. This adjustment would modernize fees that have not been updated in years and could generate approximately \$200,000 annually. This option can be stand alone or in combination with the other options for consideration.

Pros:

- Builds on an existing and familiar system with minimized disruption.
- Generates additional revenue without requiring new infrastructure.
- Simple to implement administratively.
- Provides a more sustainable long-term funding stream.

Cons:

- Does not address visitor parking demand or improve turnover downtown.
- Substantial % increase for residents and businesses or employees paying higher costs.
- Limited overall revenue potential compared to broader paid parking options.
- Only certain groups (downtown residents/employees) bear increased costs.

### Option 2: Pilot Paid Parking in a Limited Area

Launch a small-scale paid parking program by designating a limited number of downtown stalls—such as along the waterfront or in specific parking lots—as paid spaces. This pilot would allow the City to test the technology, evaluate operations, and gather community feedback, while generating incremental revenue. For example, 80 stalls at \$2.50 per hour, 300 days, and 75% vacancy could generate approximately \$150,000 per year.

Pros:

- Provides a lower-risk opportunity to test the program and gather data.
- Limits disruption to residents and visitors while piloting.
- Allows adjustments before broader implementation.
- Creates a structured opportunity to assess public input and implement technology.

Cons:

- Generates limited revenue compared to a full rollout.
- May create inconsistencies in parking rules across the city.

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- Could shift demand into non-paid areas, reducing effectiveness.
- Selection of specific areas may disproportionately affect certain businesses or visitors, and could create confusion if not well-communicated.

## Option 3: Full Paid Parking Program Downtown

Implement a comprehensive paid parking program across the downtown core. A system covering approximately 500 stalls at \$2 per hour, 300 days, and 75% vacancy could generate up to \$750,000 annually. This would likely expand time limitation areas, create consistency across the downtown zone, and maximize revenue. An Edmonds resident household permitting process could be explored within this option.

Pros:

- Maximizes potential revenue for the City.
- Allowance for Edmonds resident household permitting
- Creates consistency across downtown with one clear system.
- Supports turnover and access for visitors.
- Provides robust data on parking demand and usage patterns.
- Encourages sustainability and transportation management goals.

Cons:

- Paid parking stalls and geography need to be determined without updated analysis
- Likely to generate the most pushback given largest cost impact on residents, visitors, and businesses.
- Risk of displacing parking demand into surrounding neighborhoods.
- Potential negative perception of downtown tourism.
- Additional administration and operational costs of permitting

## Option 4: No Paid Parking at This Time

Given the tight timeframe, challenges of implementation, and opportunity for additional analysis, the City could choose to delay implementation and continue with the current parking system in 2026.

Pros:

- Avoids immediate cost increase and controversy of implementation.
- Provides more time for research, planning, and community engagement.
- Retains a familiar system for residents, employees, and visitors.
- Allows for greater engagement of best practices in other cities before moving forward.

Cons:

- Missed opportunity to generate new revenue for the City.
- Must explore alternative revenue sources or cost reductions for 2026 budget.
- Continued missed revenue, and limited parking turnover in high demand stalls.
- Does not address long-term, enhanced parking strategy in downtown

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## Conclusion

The City of Edmonds has multiple viable pathways for paid parking. Options range from piloting paid parking in select areas to expanding annual permits or implementing a full program. Each option carries trade-offs in terms of revenue generation, stakeholder impact, and operational complexity. This brief is intended to support informed discussion and recommendations by the Economic Development Commission for decision-making by Edmonds City Council.

## Additional Information:

- Employee, Residential, RV & Visitor Parking:

<https://www.edmondswa.gov/cms/one.aspx?portalId=16495016&pageId=17505177>

- Downtown Parking Study 2003

[https://cdns5hosted.civiclive.com/UserFiles/Servers/Server\\_16494932/File/Services/Studies/DowntownParkingStudy\\_2003.pdf](https://cdns5hosted.civiclive.com/UserFiles/Servers/Server_16494932/File/Services/Studies/DowntownParkingStudy_2003.pdf)

- Parking Code

<https://edmonds.municipal.codes/ECC/8.48>

- Edmonds Downtown Alliance (Ed!) Parking page

<https://edmondsdowntown.org/downtown-edmonds-parking/>

- MRSC – Parking Regulations

<https://mrsc.org/explore-topics/planning/zoning/parking-regulations>

- MRSC – Parking Reform Part 2 (this article is interesting)

<https://mrsc.org/stay-informed/mrsc-insight/october-2022/parking-reform-part-2>