

South Wenatchee Sub-Area Plan

Business Meeting Minutes

9.16.2015

The meeting started with a presentation explaining past efforts that have been completed and the results from these. Both the business survey results and the AIA public comments were made available to the attendees.

We want to:

- Capture the interests of the business owners
- Have the youth bubble be a part of our community and work force
- Develop a plan that lays out commitments

Breakout Groups:

1. Challenges business owners face
 - a. Labor – turnover, retention, etc.
 - b. Transient population – creates negative perception of the south end and sometimes customers have bad experiences visiting the area. The issue seems to increase in the summer. Lighthouse renovation/location
 - c. Area has a negative stigma
 - i. Cleanliness/Pride/Care/Public Safety
 - d. There is a lack of walkability/bikeability/connectivity
 - i. Safety for pedestrians on sidewalks
 - ii. Available access for bikes/skateboards/etc.
 - e. Zoning hinders/restricts development in certain areas. It would be great to be able to create more neighborhood center like Ferry St. Market and Methow Market
 - f. The appearance of South Wenatchee as a whole – aesthetics
 - i. The gateways into Wenatchee need improvement
 - g. Lack of investment in youth
 - h. Downtown association doesn't stretch far enough south (stops at Kittitas)
 - i. Lack of business owner involvement in public process
 - j. Communication
 - k. Not much happening downtown that brings businesses in
 - l. Marketing and identity for the area
2. Area(s) where business owners could use some help
 - a. Instilling a sense of pride. Encourage business to improve appearance
 - b. Know that the City cares. Clean the streets often. Demonstrate that they care through ways of supporting and showing pride
 - c. Enforcement of laws: sidewalks, trespassing, sense of safety
 - d. Complete the economic area by adding businesses
 - e. Connecting with the businesses owners and property owners to help out with those that rent spaces
 - f. Parking
 - g. Assistance to business owners to make improvements

3. Ideas/Suggestions

- a. Local South End Business group
- b. Art to draw people to the south end
- c. Flexibility with regulations to improve facades and create “theme” in the area
- d. Culture District (“Little Mexico” or other similar idea)
- e. City help to pay for change in business façade
- f. Have the street sweeper crews be more active

Other Observations/Notes

- Little Mexico (temporarily known as the **Culture District**)
 - o To honor the Hispanic culture
 - o Increase tourism
 - o Wenatchee is known for Mexican food
 - “The Best Of...” Tour
 - o Could be around Methow Park
- Importance of alleys
 - o Keep them clean
 - o Thorough fairs (especially walkers)
- Need for retirement housing
- Improve housing conditions
 - o Rental licensing?
- Increase participation in process
 - o Participants to go out and spread the work/invite fellow business owners
- UNA shared about efforts to focus on walking/sidewalks

Thanks were provided to the City for listening and comments were made about there being great opportunity for action.