

## DEA names downtown service manager—board news release

EVERETT – The Downtown Everett Association (DEA) board of directors announced on September 1 the appointment of Sue Strickland as the association's new Downtown Services Manager. Her responsibilities include expanded communications among the Business Improvement Area (BIA) membership, managing maintenance service provided to the BIA, and managing the Everpark Garage. Sue began her management position September 6.

"Sue brings to the DEA more than 30 years of property and business management experience," said Karen Shaw, Director of Economic Development and Human Needs for the City of Everett and DEA board member. "Sue has proven skills to improve operations through sound marketing strategies, business analysis, budget practices, documentation of

business processes and positive employee relations. The DEA board is pleased to welcome her to this new position."

Sue and her husband Bob Strickland moved to Everett three years ago from Dallas, TX. Since moving to Everett they have been active with the Everett Area Chamber of Commerce and various community organizations. Sue is the coordinator for the Downtown Everett Action Committee (DEAC). She grew up in Kansas City, MO and attended the University of Missouri at Columbia.

The DEA is committed to advancing Downtown Everett as a vibrant economic, cultural, and governmental center through leadership, advocacy, and the ongoing administration of a BIA. The organization's membership is comprised of property owners who support the revitalization of

Everett's historic central core through annual fee assessments. Visit the updated DEA website for more information.

[www.downtowneverett.org](http://www.downtowneverett.org)



*Sue Strickland  
to focus on  
membership,  
management,  
communications*

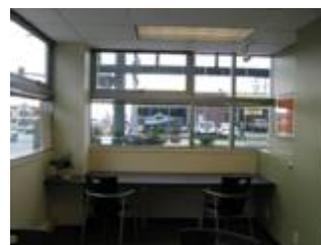
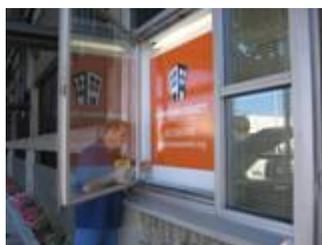
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## DEA office taking shape—Hewitt and Hoyt

The new Downtown Everett Association office is located at 2825 Hoyt. Occupying the former transit ticket office space, it is decorated in lovely muted shades of green and eggshell with green carpet and light oak flooring. Light oak and black and silver furniture round out the décor. Stop by the new office from 9:00 AM to 5:00 PM and say hello

to Sue. Call her at 425-258-0700 or 425-876-2158. The top two pictures show the interior before remodeling.





### DEA—nonprofit management company

The Downtown Everett Association (DEA) is a non-profit 501(C)3 company that is contracted by the City of Everett to manage the City's downtown business improvement area (BIA) and Everpark Garage. The Board of Directors oversees the management operations of the DEA and, in September, created the new position of Downtown Services Manager (see page one) to carry out the DEA policies and manage the day-to-day operations of both the BIA

and the Everpark Garage (see diagram below).

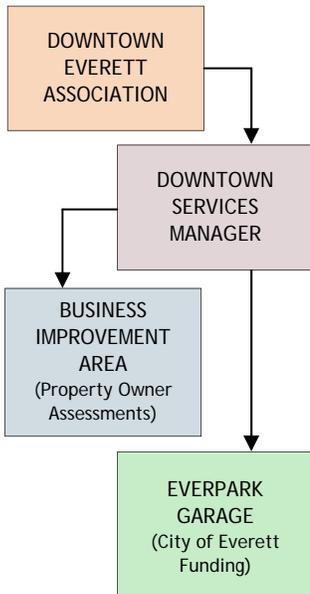
With respect to the BIA, the DEA management fee is funded by assessments on BIA property owners. With these funds, the DEA hires the maintenance contractor that provides services to the BIA members in addition to those provided by the City. The contractor's daily responsibilities include cleaning of the sidewalks and alleyways of property owners, removal of trash in the stone trash containers

and cigarette urns, and removal of graffiti within BIA boundaries.

With respect to the Everpark Garage, the DEA fulfills the same role as a fee-based management company, except that it donates its profits to improve the Everpark Garage and the downtown area. For example, the DEA was instrumental in negotiating an agreement with the City of Everett to use joint funding to plant and irrigate the lovely flowers on the Hoyt

and California street sides of the garage and in the breezeway entrance in the alleyway. Another example is in the "...new trash container tops" article, below.

The City of Everett funds the management fee for the Everpark Garage. With these funds, the DEA hires the Everpark Garage attendant staff. The DEA determines garage maintenance and improvement needs and hires the contractors that do the work.



### BIA—new trash container tops

Through sound management practices, the DEA was able to contribute a portion of its management fee income from the Everpark Garage to replace the trash receptacle tops along Wetmore, Colby and Hoyt in the BIA.

Replacements became necessary because the old tops were bent, broken, and repeatedly fell off the containers as shown in the top-

right picture. In addition, anyone wanting to place trash in the receptacle had to touch an unsanitary and unsightly door.

The new tops are open, used more frequently, and remain in place, keeping the BIA cleaner. The bottom-right picture shows one of the new tops.



### BIA—member renovates 1893 building

Jim and Karen Staniford are renovating their 1893 building on the southeast corner of Hewitt and Hoyt Avenues. Remodeling includes restoring windows all along the Hewitt side and part of the Hoyt side of the building. Windows were an integral part of the original building design.

The Grand Leader Mercan-

tile was the building's original occupant. The building's downstairs area is now an additional site for the Everett Physical Therapy and Performance Center currently located in the Everett Events Center.

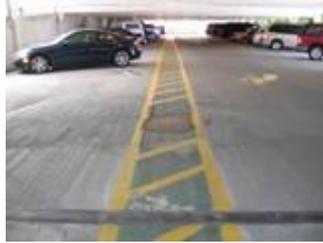
Jim is doing about 80% of the remodeling himself...very hard work. Stop by and have a look.





### Everpark Garage—seal coating, restriping, and renumbering

Seal coating of the first floor parking spaces of the Everpark Garage was completed in mid-September. Stall spaces were striped on the first floor, faded walkways and stall numbers were repainted on all floors by early October. The top row of pictures show the old, faded yellow and green colors, and the bottom row of pictures show the new, sharper dark gray and white colors. The staff has received rave reviews from patrons for the crisp look.



### Everpark Garage—exterior power washing

The Hewitt and Hoyt sides of the Everpark Garage were power washed in late-October to bring out the aggregate inlays on the molded cement walls. (The first five pictures are before shots.) The dark green canopy trim was hand-washed, revealing the original luster of the paint. The exterior cleaning has made the garage more inviting. Current patrons, new customers, and downtown visitors continue to give the staff compliments on the bright appearance of the garage.





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*Downtown Everett  
Live - Work - Play*



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### City-scape

Visit the new Native American art sculpture on the northwest corner of Colby and Hewitt



*Call the  
City of Everett  
dispatcher  
to report  
sidewalk, road,  
and other  
hazardous  
conditions  
(as shown below)  
257-8800*

### A note from Sue Strickland—let us know

The Communicator is a tool for informing our members and others about the downtown Everett BIA. We begin with articles about DEA management activities in the BIA, including Everpark Garage updates and other items that we believe are of interest to you. We would, of course, like to hear from you about the contents of

this newsletter and what you would like to see in future editions. Therefore, please let us know. Contact me via the above phone/fax, post office box address, or e-mail address. Or, stop by in person at 2825 Hoyt Avenue between the hours of 9:00 AM and 5:00 PM. I look forward to our dialogue.



#### Did you know?

There are over 200 free parking spaces after 5:00 PM and weekends at the well-lit, easily accessed Everpark Garage at 2815 Hoyt.

### Possible hazards

The DEA acts on your behalf in notifying city departments of potential hazards or other items needing attention such as the protruding sidewalk bolts and the loose, unbolted tree trunk protector show at right.



DEA Downtown Services Manager and BIA Maintenance Contractor work hand-in-hand locating hazardous materials in BIA, reporting them to the police department.

**Dangerous syringes found in alleyway off Broadway.**

