

From: [Gary Vis](#)
To: jasonj@iceworx.net; [Scott Korthuis](#); [Steve Banham](#); [Mark Sandal](#); [Heidi Gudde](#); [Gary Bode](#); [Ted Brouwer](#)
Subject: Iceworx Vending Machine downtown
Date: Wednesday, July 1, 2020 8:05:46 AM

Greetings to each of you!

Recently, Jason Jansen gave me a tour, if you will, of his newly-formed company Iceworxs ice vending machine located on the Guide Meridian near Lynden Lube. During that conversation we spoke about many things related to ice, including the changing model of ice sales. I was intrigued because I remember stocking the massive ice vending machine in the-then parking lot of Milt's Market and Rich's Texaco, now Lynden Lube and Chevron, and how popular, even for a town of 4,500, it was. It was also very, very labor intensive.

During that conversation, Jason and I discussed the feasibility of having one of his units located in the downtown area, both for Lynden customer convenience and as a passive, complimentary draw to downtown. The location at the Lewis Building, or liquor store/ 7th Street parking lot was discussed, and seemed to be the most logical location, as it is a place that a) already draws people looking for products that often require ice, and b) is in an area of the community where we are focused on creating reasons for people, especially locals, to intentionally go to.

As the sidewalk encroachment issue regarding signs, flower pots, dining tables, etc. waits to be addressed, the placement of a Iceworx vending machine presents a unique opportunity to create and get information regarding complimentary uses that do not fit current business models, but not unlike the soda vending machines that were located downtown in the past, which also you will likely see making a renaissance.

As businesses seek to reduce labor, and currently numerous consumers seek to avoid or minimize contact with others or entering businesses due to certain mandated requirements, Jason's vending units do fill numerous needs for local consumers, while still reaching the goal of having people purposely get into the downtown area.

As this use has not been in the Lynden area for some time, especially downtown, the City of Lynden will need to be involved, especially in the use of public space, just as it is, or soon will be, with sidewalk dining. After speaking with Scott, Gary Bode, and Steve regarding the concept, and Heidi and Ted already being familiar with the machine, the time for the conversation on how the City makes this happens is now at hand. Steve and Mr. Bode have made time on the PW agenda to discuss the avenues to proceed, however I am unsure how, when and where the Public Works Committee meetings are occurring, so I do not know how to best involve Jason in the conversation.

I have included Jason in on this email as he is obviously best suited to offer you accurate information regarding placement, size of the unit, requirements for operation, etc. With the 7th Street parking lot and adjacent sidewalks still to be finalized, and the Lewis Building itself undergoing extensive renovations, now it the time to have the discussion on how to make this happen. I believe that correctly placed, one of Jason's Iceworx machines will be an important traffic-generating component to creating a functioning downtown, just as is outdoor table seating and giant, beautiful flower trees.

Thank you all for your time, and if Steve or Mayor Scott could reply with how best to have Jason participate in this conversation, I would be most appreciative.

All my best,

Gary Vis
Lynden Chamber of Commerce