



# City of Olympia

City Hall  
601 4th Avenue E  
Olympia, WA 98501

Information: 360-753-8447

## Meeting Minutes General Government Committee

---

Tuesday, June 19, 2012

5:30 PM

Room 207

---

### 1. Roll Call

**Present:** 3 - Chair Roe, Councilmember Rogers and Councilmember Cooper

### 1.A Call To Order

*Chair Roe called the meeting to order at 5:30 p.m.*

### 2. Approve Minutes

#### 2.A [12-0145](#) Approval of May 15, 2012 General Government Committee Minutes

**Attachments:** [1. Minutes](#)

*Moved by Councilmember Rogers, seconded by Councilmember Cooper to approve the minutes as submitted; unanimously approved.*

**The Minutes were approved.**

#### 2.B [12-0272](#) Approval of May 21, 2012 General Government Committee Minutes

**Attachments:** [1. Minutes](#)

*Moved by Councilmember Rogers, seconded by Councilmember Cooper to approve the minutes as submitted; unanimously approved.*

**The Minutes were approved.**

### 3. Committee Business

#### 3.A [12-0147](#) Briefing from George Sharp, Executive Director, Olympia-Lacey-Tumwater Visitor and Convention Bureau

**Attachments:** [1. TPA Background Info](#)  
[2. VCB Contract Services](#)

*Tourism Promotion Area (TPA): Mr. Sharp said the VCB is working with the hotel-lodging association to establish a TPA which would result in a \$2 per room per night assessment on lodging establishments 40 rooms or larger. If approved, the TPA would include Olympia, Lacey, Tumwater, and Yelm. Hoteliers equaling 60% of the rooms are needed to advance a petition. He said all hotels in Olympia except one have signed on. Only 109 rooms are needed. City of Lacey would like for more of its hotels to support the petition, and their City Council is making contacts.*

*Marketing and Outreach for Olympia Events:* Mr. Sharp said that a significant focus of his has been outreach and assistance to local festivals and events. This year, the VCB created a Facebook page for the Washington State Senior Games. The VCB is assisting the Dixieland Jazz Festival by sending out the press kit and following-up with press contacts. Generally for events, the VCB is showing event coordinators how to use new media (Facebook, Twitter, You Tube, Pinterest, etc) and developing a tool kit with webinar instructions. He said that every promotion of the VCB ties in with a response. The VCB also produces a weekly video of local non-profit event organizations to highlight their activities.

*Councilmember Cooper asked for information about how we are promoting Olympia to the State and world. Is there a tourism map of the area that shows all of the attractions? Where is a calendar link to all the festivals?*

*Mr. Sharp said the VCB does an ad in the Washington State Visitor Guide and the Washington State Wine Directory, Sunset, AAA, and Seattle Magazines. He said the ads are traditionally in the off-season, not during the Legislative session. He said he is working on a fall promotion for November in cooperation with the lodging association. He noted that the VCB is trying to stretch its limited budget with cooperative advertisements and working with the hotel association to reach tour guides.*

**The Report was received.**

**3.B**      [12-0146](#)

**Briefing and Discussion About Ideas for a More Friendly Approach to Downtown Parking**

**Attachments:**      [1. Pay Stations Revenue and Expense](#)  
                                 [2. Pay Stations Occupancy](#)

*Keith Stahley, Director, Community Planning & Development*  
*Karen Herald, Business Manager, Community Planning & Development*

*Chair Roe said she is hoping to find a way for discussion with the Parking and Business Improvement Area Board (PBIA) and the Olympia Downtown Association that is more coordinated than in the past.*

*Mr. Stahley said the Parking Advisory Committee of the PBIA feels strongly that the 12 days of holiday parking last December was very successful, and they recommend the same promotion for December 2013. They also recommend free parking for the annual Girls Night Out and the monthly First Friday.*

*Chair Roe asked for clarification about the PBIA role in relation to the policy decision of whether or not to phase out the pay stations. Mr. Stahley explained that the policy decision is the City Council's to make and that it is a topic of interest to the PBIA. City Manager Steve Hall said that an appropriate role of the PBIA is to provide advice to the City Council. Mr. Stahley noted the City has just paid off the pay stations.*

*Chair Roe expressed her continued frustration with the pay stations. She mentioned that Spokane has a new type of meter that accepts credit cards for payment.*

*Mr. Stahley suggested the Council may wish to invest in how the City maintains its parking lots. He said there is currently about \$338,000 in the parking special fund. He said that part of the Downtown Ambassador program will be helping people with parking, such as how to use the pay stations.*

*Councilmember Cooper said he supports the parking committee's suggestions, and he would support free parking all day on the 1st Friday and Girls Night Out. Mr. Stahley explained that the committee is concerned that the residential program participants and employees coming into downtown those days will fill most of the spaces if parking is free for the entire day.*

*Councilmember Rogers questioned whether two hours is enough parking time for customers. She asked if the City has ever done a general survey. Mr. Friddle said he doesn't think so.*

*Chair Roe suggested more noticeable and attractive signs for City parking lots. She is interested in promoting the parking lots and the Smartcards which are advance purchase debit cards customers can use to pay for parking at pay stations and meters.*

*Councilmember Rogers said she is interested in a survey of downtown business owners.*

*Chair Roe suggested the committee recommend moving forward with the recommendations from the PBIA subcommittee: free parking starting at Noon for the 12 days of holiday shopping, Girl's Nite Out, and First Fridays. Committee members concurred, with the understanding that staff would explore 15 days (December 15-30) with the PBIA parking committee, instead of 12 days.*

**The Report was received.**

### **3.C**      [12-0263](#)

#### **Discuss Last Month's Meeting with Advisory Committee Chairs**

**Attachments:**      [1. Master Ordinance](#)  
                                 [2. Rules of Procedure](#)  
                                 [3. Roles and Expectations](#)

*Cathie Butler, Communications Manager, noted the three follow-up suggestions from staff contained in the report for the meeting. Committee members concurred with the staff recommendations:*

- *Thank you notes to outgoing committee members written by the Council liaison for the specific committee.*
- *Follow-up Committee Chairs meeting with General Government Committee in fall 2012, with some training included.*
- *Orientation for new members starting with 2013 appointments.*

*Chair Roe suggested that committee members help design the orientation to start in 2013.*

*Amy Tousley said the Planning Commission would appreciate the ordinance change to match the number of the Commission's current appointed members happening as soon as possible before they run into quorum issues. Committee members agreed that ordinance change for other committees would be considered in the fall, perhaps as part of their follow-up meeting with committee chairs.*

*Chair Roe suggest bringing the topic of term limits to the full Council for discussion, with no recommendation from the committee. Committee members agreed to request a discussion by the full Council on term limits, with the positions of the General Government committee being: 1 pro, 1 con, 1 neutral.*

*Committee members confirmed would like to set up an ad hoc committee to take a*

*look at youth membership. Staff will sort out how to make it happen.*

*The committee would like to see amendment language to the committee Rules of Procedure for committee Chair and officer selection, with the selection taking place as of April 1 each year instead of December.*

*Councilmembers Rogers and Councilmember Cooper expressed interest in the idea of a Tree committee or subcommittee, but shared concern about impact on staff. Committee members agreed to take no action on that idea at this time.*

*Councilmember Cooper asked for staff to look into lapel name tags, meeting name plates, and business cards for committee members.*

**The Report was received.**

**3.D**      [12-0273](#)

**Council Mid-Year Retreat - Date and Agenda**

*Chair Roe said she is very supportive of having a mid-year retreat. She noted that the committee needs to complete its review of Guidelines and protocols before the retreat.*

*Councilmember Cooper suggested special meeting for their review of Council protocols and Guidelines. Committee members agreed to meet on July 10 at 4:30 p.m. for that purpose.*

*Committee members discussed various possible dates for a Council retreat. They agreed to recommend Saturday, July 28, with a possible back up date of Saturday, July 14. Committee members agreed it should be a facilitated retreat, and they suggest Kendra Dahlen as the Facilitator. Committee members agreed that the LOTT Board Room worked well for the earlier Council retreat, and they liked that setting as a possible location for a mid-year retreat.*

**The Report was received.**

**4.      Adjournment**

*There being no further business, Chair Roe adjourned the meeting at 6:55 p.m.*