



City of Olympia

City Hall
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Olympia, WA 98501

Information: 360.753.8447

Meeting Minutes General Government Committee

Tuesday, September 10, 2013

5:30 PM

Room 207

1. ROLL CALL

Present: 2 - Chair Jeannine Roe and Committee Member Jim Cooper

Excused: 1 - Committee Member Karen Rogers

2. CALL TO ORDER

The meeting was called to order at 5:30 p.m.

3. APPROVAL OF MINUTES

3.A [13-0717](#) Approval of August 20, 2013 General Government Committee Meeting Minutes

Committee Member Cooper requested a change to the minutes under Item 4 A - CDBG Public Process and Current Fund Status. He wanted a clarification added that the entire prioritized applicant list will be provided to the City Council.

Committee Member Cooper moved, seconded by Chair Roe, to approve the minutes as amended. The motion carried by the following vote:

Aye: 2 - Chair Roe and Committee Member Cooper

Excused: 1 - Committee Member Rogers

4. COMMITTEE BUSINESS

4.A [13-0708](#) Update on Downtown Ambassador Program

Capital Recovery Center Executive Director Heather Moore, along with Downtown Ambassadors Program Manager Rob Richards, provided an update on the Ambassador program.

The program began with ambassadors on the street in July, 2012, and a lot of lessons have been learned since then. Partnerships are the most important asset to aid in increasing visibility, and communicating early and often helps increase the knowledge on needs. The Clean Team's focus is on core cleanliness, with sidewalks and storefronts the priority. The ambassadors' key area of focus is on customer service and engagement of stakeholders.

A major area of focus is on expanding the program through partnerships with the Parking and Business Improvement Area (PBIA), Olympia Downtown Association (ODA), and event assistance with events like the Capital City Pride Festival, Lakefair, and Bon Odori.

The Clean Team has been working on graffiti abatement, recycling and waste, power washing and window cleaning, and generally cleaning up all of the trash. They acquired a soda blaster in August of this year to aid in graffiti removal where repainting is not an option, like on brick surfaces.

The ambassadors have focused on engagement with the business community, being visible, and responsive. Getting new uniforms has helped a lot in terms of visibility.

At the end of 2012, the program began collecting and analyzing data that has been helpful in identifying needs and work effort. They will continue to use this data to develop work plans, look at staffing needs, and program expansion. They have been receiving positive feedback from the business community for their efforts to date.

Committee Member Cooper asked if they had been using any graffiti-resistant paint. Mr. Richards indicated they would look into it in the future.

Chair Roe acknowledged the tremendous amount of work and asked how people are responding when the ambassadors are asking for compliance. Lead Ambassador Renata Rollins said a lot of what they do is building rapport with people downtown and pointing out the impacts of improper behaviors, which helps in getting the message across.

Chair Roe asked about the thought process in having two women serving as ambassadors versus a mix of men and women. Mr. Richards said they were looking for people with a background in customer service, great communication skills, and a history of working with vulnerable populations. In the end, they hired based on those qualities.

Chair Roe indicated that in the future she would like to see more data on the types of contacts made, and maybe have a presentation on "A Day in the Life" of an ambassador. She also said more marketing and communication about the program might be helpful. Committee Member Cooper suggested using utility inserts as well, particularly the "5 Things" inserts.

Committee Member Cooper asked if they have prepared any new business packets to hand out detailing the Ambassador Program. Ms. Moore indicated they are working on it.

The discussion was completed.

4.B [13-0684](#) ORAL REPORT - Naming of Park at Artesian Well Site

Program and Planning Supervisor Dave Okerlund provided a brief overview of the

schedule for the naming process, audiences reached, and the recommendation of the Parks and Recreation Advisory Committee (PRAC). He then turned it over to PRAC Vice Chair Jim Nieland.

Mr. Nieland provided the Committee with a list of all of the names submitted for consideration and stated a public hearing was held September 5. The public encouraged a short name that would be easy to remember. PRAC's recommendation is "Artesian Commons".

Committee Member Cooper moved, seconded by Chair Roe, to accept PRAC's recommendation and forward it to the full Council for approval. The motion carried by the following vote:

Aye: 2 - Chair Roe and Committee Member Cooper

Excused: 1 - Committee Member Rogers

4.C [13-0715](#) ORAL REPORT - Building Repair and Reconstruction Fund Update

Due to time constraints, the Committee did not discuss this item and will schedule it again in the future.

4.D [13-0716](#) ORAL REPORT - Street Repairs and Reconstruction Fund Update

Public Works Line of Business Director Mark Russell provided a brief update on the status of the fund, which he described as underfunded.

The report was received.

5. ADJOURNMENT

The meeting adjourned at 6:55 p.m.