



# City of Olympia

City Hall  
601 4th Avenue E  
Olympia, WA 98501

Information: 360.753.8447

## Meeting Agenda General Government Committee

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Tuesday, April 15, 2014

4:30 PM

Room 207

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1. ROLL CALL

2. CALL TO ORDER

3. APPROVAL OF MINUTES

3.A [14-0307](#) Approval of March 17 General Government Committee Meeting Minutes

Attachments: [Minutes](#)

3.B [14-0370](#) Approval of March 18, 2014 General Government Committee Meeting Minutes

Attachments: [Minutes](#)

4. COMMITTEE BUSINESS

4.A [14-0256](#) Community Development Block Grant Funded Options for Economic Development

Attachments: [CDBG BUDGET WORKSHEET – AVAILABLE FUNDS](#)

[Options for CDBG Economic Development Activities](#)

[CDBG Program Year 2014 Timeline](#)

4.B [14-0358](#) Pride Festival Beer Garden Proposal for 2014

Attachments: [Beer Garden Proposal](#)

[Beer Garden Rules, 2011](#)

[Pride Festival Map](#)

4.C [14-0374](#) ORAL REPORT - Thurston County Needle Exchange and Downtown Issues/Policing Initiatives

4.D [14-0371](#) ORAL REPORT - Briefing on Status of Marijuana Laws

5. ADJOURNMENT

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# City of Olympia

City Hall  
601 4th Avenue E  
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## Meeting Minutes - Draft General Government Committee

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**Monday, March 17, 2014**

**5:00 PM**

**Room 112**

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### Special Meeting

#### 1. ROLL CALL

**Present:** 3 - Chair Jeannine Roe, Committee Member Jim Cooper and Committee Member Cheryl Selby

#### 2. CALL TO ORDER

Chair Roe called the meeting to order at 5:00 p.m.

#### 3. COMMITTEE BUSINESS

##### 3.A 14-0269 Advisory Committee / Commission Applicant Interviews

Committee members discussed the interview process and identified questions to ask each applicant. Following individual interviews, the Committee unanimously agreed to recommend the following applicants to the terms so noted:

- Stacy Hicks to a vacant position on the Arts Commission ending March 31, 2016. This is the position formerly held by Frank Barber, who resigned.
- David Copley, Aaron Pritchard, Scott Morgan, and Greg Wahl to three year terms on the Bicycle & Pedestrian Advisory Committee ending March 31, 2017. They replace Brad Archbold, Scott Clifthorne, Robert Kam, and Gail Wootan.
- Alicia Seegers Martinelli to a three year term on the Parks & Recreation Advisory Committee ending March 31, 2017. She replaces Dave Hughes.
- Timothy Burns to the vacant position on the Parks & Recreation Advisory Committee ending March 31, 2016. This is the position formerly held by Rob Ahlschwede, who resigned.
- Dever Kuni to a three year term on the Utility Advisory Committee ending March 31, 2017. She replaces Richard Doenges.

Committee members discussed Planning Commission membership. Chair Roe recommended that commission members who applied for reappointment be recommended for reappointment to full terms. Committee members unanimously agreed. Chair Roe asked staff to contact the new planning Commission applicant to thank that individual for their interest and let them know the application will be kept on file for 2014 in case there is an unexpected vacancy.

Chair Roe asked staff to contact the applicants for other committees who are not

recommended for appointment at this time to thank them for their interest and let them know their applications will be kept for 2014 in case there is an unexpected vacancy.

**The discussion was completed.**

**4. ADJOURNMENT**

There being no further business, Chair Roe adjourned the meeting at 8:05 p.m.



# City of Olympia

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## Meeting Minutes - Draft General Government Committee

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Tuesday, March 18, 2014

4:15 PM

Room 207

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### 1. ROLL CALL

**Present:** 3 - Chair Jeannine Roe, Committee Member Jim Cooper and Committee Member Cheryl Selby

### 2. CALL TO ORDER

Chair Roe called the meeting to order at 4:15 p.m. She requested that the Committee amend the agenda to address The Washington Center fundraising proposal immediately following action on the February 11, 2014 Committee minutes. The Committee members concurred.

### 3. APPROVAL OF MINUTES

#### 3.A 14-0169 Approval of February 11, 2014 General Government Committee Meeting Minutes

**Committee Member Cooper moved, seconded by Committee Member Selby, to approve the minutes. The motion carried by the following vote:**

**Aye:** 3 - Chair Roe, Committee Member Cooper and Committee Member Selby

### 4. COMMITTEE BUSINESS

#### 4.B 14-0267 Washington Center Fundraising Proposal - Continued Discussion

City Manager Steve Hall provided a background report on this item. He indicated that in February, The Washington Center Board had asked the Committee to consider options for fundraising/sponsorship opportunities at the Center. One idea to explore was the possibility of selling naming rights to various rooms or portions of The Washington Center building. After briefly discussing this issue, the General Government Committee asked City staff to work with The Washington Center to explore options around this fundraising idea.

Mr. Hall indicated that staff had done some research on naming rights for public buildings and found that in 1985 the City allowed The Washington Center to conduct a very similar fundraising activity. At that time, individuals and businesses were allowed to provide sponsorship to different areas within the building. Mr. Hall produced a 1985 booklet that outlined that fundraising effort. He indicated that in researching this

issue, it was plausible for the City to permit groups or individuals to sponsor areas in the room but not specifically name the room after a group. So, for example, rather than having the Puget Sound Energy Main Stage, you could have the Main Stage sponsored by Puget Sound Energy.

Mr. Hall indicated that Assistant City Manager Jay Burney had met with the Executive Committee of The Washington Center the prior week. Both staff and The Washington Center Board were supportive of this sponsorship approach.

The Washington Center Board President George LaMasurier, and Executive Director Jill Barnes, spoke to the issue. They indicated that they were very supportive of the sponsorship concept and had produced a pricelist of possible donations that would indicate how much individuals or businesses would need to contribute in order to sponsor various parts of The Center. Mr. LaMasurier indicated that while this was a "wish list," he was hopeful that this sponsorship approach would raise substantial capital for The Center.

Committee member Cooper asked The Center representatives whether they had talked about any criteria for naming to ensure compatibility of sponsors with The Center. Mr. LaMasurier indicated that they had not crossed that bridge yet and would do so if a need arose. Mr. Hall indicated that in most instances, businesses that are not appropriate to a particular facility are unlikely to apply if they are not wanted at that venue.

The Committee concurred with the recommendation from staff and The Washington Center Board and directed that it be forwarded to the full City Council for final consideration.

**The recommendation was approved and referred to the City Council for final consideration.**

**4.A 14-0256 Community Development Block Grant Funded Options for Economic Development**

Deputy Director of Community Planning and Development Leonard Bauer provided an overview of the CDBG program and the HUD special regulations as they apply to use of CDBG funds for economic development. He indicated that another consideration for the City in its decisions were to be wary of the spend down requirements of HUD.

Housing Program Manager Anna Schlecht provided a detailed description of the options available for Committee consideration that would suit the economic development agenda. Those included:

- CPTED improvements
- Micro loan programs
- Mini loan programs
- Or transfer of additional funds to the Isthmus project

Thurston County Chamber of Commerce Executive Director David Schaffert and

Olympia Downtown Association Executive Director Connie Lorenz also provided feedback about the different choices for using CDBG funds for economic development. Ms. Lorenz indicated their preference would be for a facade improvement program which would have a lasting and visible impact on downtown.

Ms. Michelle Morland from the National Development Council helped refine the criteria HUD uses for determining if projects meet HUD guidelines.

The Committee members discussed the various options and indicated a preference for moving forward with the CPTED analysis as defined by City staff. This would include approximately \$25,000 for safety improvements throughout the downtown. Finally, the Committee showed a preference for establishing a revolving loan program that would provide up to \$200,000 for micro loans in the downtown area.

Ms. Schlecht indicated that these general preferences could be discussed further with the Committee and the stakeholders at subsequent meetings.

The Committee asked at the April meeting that there be more discussion on how the micro loan program would be administered.

**The recommendation was discussed and continued to the General Government Committee due back on 4/15/2014.**

**4.C 14-0268** Approval of 2014 Advisory Committee and Commission Work Plans

**Present for the Discussion:**

Trent Hart - Arts Commission; Stephanie Johnson, Staff Liaison

Anne Fritzel - Bicycle & Pedestrian Advisory Committee; Michelle Swanson, Staff Liaison

Holly Davies - Heritage Commission; Michelle Sadlier, Staff Liaison

Max Brown - Planning Commission; Amy Buckler, Staff Liaison

Jim Nieland - Parks & Recreation Advisory Committee; Jonathon Turlove, Staff Liaison

Dave Dunn - Utility Advisory Committee; Andy Haub, Staff Liaison

Cathie Butler, Communications Manager, mentioned that staff supports the increased number of committee meetings proposed for 2014, if staff is available to support the effort and the meetings are needed for the committee to efficiently accomplish its work.

**Arts Commission**

Chair Hart highlighted the City Hall temporary art displays; use of the 1% for City Hall art; and the Music Out Loud proposal.

On behalf of staff, Ms. Butler recommended clarification about communication and information items in the Arts Commission and Heritage Commission work plans so that it is clear that the work is at the request and direction of staff. Committee members concurred.

General Government Committee agreed to schedule the report on Economic Impact of Arts for its May 20 meeting, which is when the Arts Commission will also present recommendations on the Music Out Loud proposal.

Committee members agreed to add the word “neighborhoods” to item 1.4; and to clarify the intent on city-owned rights-of-way.

Councilmember Selby noted that the City Council is meeting in study session on April 20 regarding the Olympia ArtSpace Alliance, and that the Arts Commission is welcome to attend.

General Government Committee agreed to recommend the Arts Commission work plan with the clarifications requested by staff.

#### **Bicycle and Pedestrian Advisory Committee**

Co-Chair Fritzel highlighted 2014 priorities.

Councilmember Cooper mentioned that in committee interviews the night before, one of the applicants suggested painting a red box at intersections for bicycles to stop in, as an inexpensive option for bicycle designation.

General Government Committee agreed to recommend the BPAC work plan as presented.

#### **Heritage Commission**

Chair Davies reviewed the work plan. She noted that the City is receiving a grant to work on historic inventory: \$6000 from State Department of Archeology; \$8000 total cost, with matching staff time.

Staff made the same recommendation regarding communication and information projects as with the Arts Commission. Staff also noted that item 1.b should be retitled so as to not confuse it with the City’s Downtown Project coordinated by Land Use and Environment Committee, and that wording of items tht say “Administer” in the title should be changed so clarify the Commission’s development role, which is different than staff’s administrative role.

Jim Nieland, Chair of the Parks and Recreation Advisory Committee, noted that the City has an historic tree registry, which the Heritage Commission may wish to take a look at when discussing other registries.

General Government Committee agreed to recommend the Heritage Commission work plan with the clarifications recommended by staff.

#### **Parks and Recreation Advisory Committee.**

Chair Nieland noted that the committee has a significant work plan for 2014. He highlighted several proposed issues the committee will discuss in 2014, in particular

the recreation element of the comprehensive plan.

Ms. Butler mentioned that she and Mr. Nieland have discussed the possibility of developing a training manual for committee members, perhaps based on a model from the National Recreation and Parks Association.

General Government Committee agreed to recommend the PRAC work plan as presented.

#### **Planning Commission.**

Chair Brown reviewed several of the significant policy issues the commission will take up in 2014, including the Capital Facilities Plan, Comprehensive Plan Code Work, preparation for downtown master planning, and neighborhood centers. He said the commission is meeting April 14 with the Coalition of Neighborhoods about barriers to neighborhood centers and to learn about their interests.

General Government Committee recommends approval of the Planning Commission work plan as presented with referral to LUEC to discuss timing and overall workload.

#### **Utility Advisory Committee.**

Mr. Dunn reviewed the UAC's significant work plan items. He said that each year the committee takes a look at all four utilities, including plans and rates. One 2014 item is to develop a policy on volume based rate for Wastewater, which is now a flat fee.

He mentioned that the committee is trying to coordinate a presentation from the Strong Towns organization about vibrant, economically successful communities. Ms. Butler mentioned that staff does not have time to support this effort, and there is no budget. She suggested the work plan be amended to reflect that there is no staff time or budget to support the Strong Town proposal in 2014.

Councilmember Cooper said he is excited to see discussion about municipal fiber. He said he has been talking to the Thurston PUD about how to offer WIFI in downtown Olympia.

General Government Committee agreed to recommend the Utility Advisory Work plan as presented with the clarification that no staff or budget is available for the Strong Towns proposal.

Ms. Butler suggested a meeting of General Government Committee with the Arts Commission and the Heritage Commission individually to discuss ordinances and roles, since there have been some changes in staff and practices. The committee agreed to look for time later this year.

Chair Roe thanked everyone for coming. She said the work plans will be on the Council's April 1 Consent Calendar for approval.

**The recommendation was approved and referred to the City Council**



**5. ADJOURNMENT**

The meeting adjourned at 6:40 p.m.

# City of Olympia

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## General Government Committee

### Community Development Block Grant Funded Options for Economic Development

Agenda Date: 4/15/2014

Agenda Number: 4.A

File Number: 14-0256

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File Type: recommendation

Version: 2

Status: In Committee

**..Title**

Community Development Block Grant Funded Options for Economic Development

**..Recommended Action**

**City Manager Recommendation:**

Recommend one or more options shown in Attachments 1 and 2 for economic development activities for Community Development Block Grant-Funded (CDBG) Program Year 2014

**..Report**

**Issue:**

What options for economic development should Council consider funding in the CDBG PY 2014 Action Plan?

**Staff Contact:**

Leonard Bauer, CPD Deputy Director, Community Planning & Development,  
360.753.8206

Anna Schlecht, Housing Program Manager, 360.753.8183

Brian Wilson, Downtown Liaison, 360.570.3798

**Presenter(s):**

Leonard Bauer, CPD Deputy Director

Anna Schlecht, Housing Program Manager

**Background and Analysis:**

The Council referral to General Government was to develop options for CDBG-funded economic activities for Program Year 2014 (PY2014). Staff estimates there will be a total of \$642,375 in combined new CDBG grant funds and program income (see "CDBG Budget Worksheet" attachment).

At the February 11, 2014, General Government Committee meeting, Committee members considered a number of options. They stated an interest in continued funding in PY2014 for the Downtown Ambassador program, and directed staff to develop and prepare recommendations on four additional options.

On March 18, 2014, General Government Committee reviewed the four options and stated an interest in funding the CPTED Safety Program. They also requested additional information on a small business loan program.

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The "CDBG Budget Worksheet" attachment shows two options for CDBG-Funded Economic Development Activities. The difference between the two options is: Option 1 allocates all remaining estimated program income to the Isthmus Project Option 2 allocates \$250,000 to a Small Business Revolving Loan Program, with remaining estimated program income (projected to be \$126,455) allocated to Isthmus Project.

Attachment 2 provides a concise description of these options.

**CDBG PY2014 Action Plan Timeline and Process:**

The Council has been examining options for CDBG-funded economic development over the past two years. Council actions during that time have included; 1) developing a Consolidated Five-Year Plan including economic development as the top priority; 2) amending the current PY 2013 Action Plan to include Section 108 Loans; and, 3) amending the current PY 2013 Action Plan to include funding for the Capital Recovery Center Ambassador Program. The General Government Committee has also been developing options for Council approval to be included in the PY 2014 CDBG Annual Action Plan.

The remaining timeline to develop the PY 2014 Annual Action Plan includes the following steps:

- March** Review of options by General Government Committee
- April** Proposal from the General Government Committee to Council
- May** Council review and action of proposal
- May** Staff develop proposed PY 2014 Annual Action Plan
- June** Public Comment period - review and consultation with community stakeholders
- July** Council approval and submission of PY 2014 Annual Action Plan

The CDBG Annual Cycle is illustrated in the attachment.

**Neighborhood/Community Interests (if known):**

The CDBG Action Plan is a city-wide document that is of interest to the entire community. All registered neighborhood associations and business associations will receive notices of this issue when the Draft Action Plan is reviewed by City Council.

**Options:**

Options are illustrated on the attached "CDBG Budget Worksheet" and "Options for CDBG-Funded Economic Development Activities," which presents a concise description and cost of each option.

**Financial Impact:**

The City anticipates receiving a total of \$342,375 in new CDBG funds and an estimated \$300,000 in CDBG program income, for a total of \$642,375 in CDBG

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funding for PY 2014 (September 1, 2014 - August 31, 2015). Federal requirements for CDBG funds include:

1. Operation of the current CDBG Program requires an administrative budget of \$100,000, or 15% of all anticipated CDBG funds, in order to manage a compliant CDBG program, as illustrated in the "CDBG Budget Worksheet" attached.
2. Seventy percent of expenditures in each CDBG Program Year must qualify as benefitting Low/Moderate Income individuals. The attached "CDBG Budget Worksheet" indicates projects that staff analysis indicates meeting this benefit requirement.

# CDBG BUDGET WORKSHEET – AVAILABLE FUNDS

<b>CDBG PY 2014 BUDGET WORKSHEET</b>	<b>Option 1</b>	<b>Option 2</b>
PY2014 CDBG Entitlement (Actual)	\$342,375	\$342,375
PY 2014 CDBG Program Income (Projected)	\$300,000	\$300,000
<b>TOTAL ANTICIPATED PY 2014 CDBG Funds</b>	<b>\$642,375</b>	<b>\$642,375</b>
Debt Service - Section 108 Downtown Improvements Project	(\$64,000)	(\$64,000)
Continued Funding - Downtown Ambassador Program*	(\$51,270)	(\$51,270)
Re-Fund to Isthmus Park Project from PY2013 Downtown Ambassador Funding*	(\$25,650)	(\$25,650)
CPTED Safety and Façade Improvements*	(\$25,000)	(\$25,000)
Program Administration – 15% of total funds <i>(Minimum staffing to run compliant CDBG Program, based on PY2013 budget)</i>	(\$100,000)	(\$100,000)
Isthmus Project (Projected Program Income)**	(\$376,455)	(\$126,455)
Small Business Revolving Loan Fund Pilot Program	- 0-	(\$250,000)
<p>*Included by General Government Committee consensus at March 18, 2014, meeting</p> <p>**Note: PY2013 Action Plan dedicated all program income to Isthmus Park Project</p>		

## Options for CDBG-Funded Economic Development Activities

Following is information requested on potential PY 2014 CDBG allocations that remain under consideration. Please note: after previous Committee consideration, an estimated \$376,455 of CDBG funds remain available for allocation (\$76,455 of entitlement funds, and an estimated \$300,000 of program income)

**1) Holding for a Future Project, e.g Isthmus Park Project Up to \$376,455**

Staff projections show that the City's CDBG Program will be well under the HUD required levels of expenditures (termed "Spend-Down" by HUD) by the June 30, 2015 deadline. This good performance would allow flexibility for the Council to retain these funds in the Isthmus Park Project Fund until PY 2015, at which time they could potentially leverage the available PY 2014 with PY 2015 new CDBG grant funds, Section 108 loan funds or other monies that may be available in the future. The Council can amend their allocation in the future to fund a different project or program if the Isthmus Park Project does not move forward or receive other funding.

**2) Small Business Loan Pilot Program: \$250,000**

Discussions with the Economic Development Council, Thurston Chamber of Commerce, and the Olympia Downtown Association have identified the need for a Revolving Loan Fund (RLF) to provide an additional tool for strengthening downtown businesses. Such an RLF should be designed to complement existing tools, i.e. technical assistance; business training; and business coordination programs provided by EDC, ODA and Enterprise for Equity, and the incubator program of the Thurston County Chamber.

Council could set goals for such a fund, which could be administered by National Development Council (NDC) and potentially leverage other funding programs, such as NDC's "Grow America Fund". Goals could include:

- Retaining and growing existing downtown businesses
- Infilling vacant storefronts with new or relocated businesses
- Emphasizing a diversity of businesses that provide jobs and activity to create more foot traffic and an "18-hour business day"
- Focus on strategic small business sectors, identified by the EDC to be:
  - Light manufacturing
  - Information technology
  - Professional services
  - Theater arts/performance retail

The City CDBG allocation would serve as "seed money" to be leveraged with other funds as a Business Loan Pilot Program.

## **Options Previously Considered by the Committee**

- 3) CPTED Safety Program \$25,000**  
**(Note: The Committee directed staff to include this option in the proposed CDBG allocations at the March 18, 2014 meeting)**

Municipal planners and public safety officials utilize “Crime Prevention through Environmental Design (CPTED)” as a planning tool to make their communities safer. This program would be operated as a Revolving Loan Program (RLF) ensuring that program income could be made available for future CPTED Safety Program projects. The City has been participating in a public planning process to assess needs, identify resources and proceed with high priority CPTED projects. The majority of these projects will involve private property but some may involve public property. These priorities fall into two general categories:

### **A) Façade Improvement Loans (\$10,000)**

Façade Improvement loans are utilized by communities across the nation to provide financial incentives to restore highly visible store fronts in central business cores. When a downtown is in good shape it sends a positive message of urban vitality. Conversely, when multiple storefronts in a downtown district are dilapidated, it sends a message of urban decay. In concert with other Olympia Downtown Project initiatives, a City of Olympia façade improvement micro-loan program could encourage a district-wide make-over, which in turn could spur additional economic development activity.

There are three elements of a façade improvement program:

- 4) *Small CDBG Loans:*** CDBG funds could be made available through a low- or no-interest loan program to property owners interested in improving their property. Funds could be used for materials costs only, i.e. paint, to support façade upgrade projects.
- 5) *Volunteer Labor:*** Twice each year the Olympia Downtown Association recruits 100 – 200 volunteers who pick up garbage, pull weeds and paint. In recent years, these volunteers have been under-utilized as a direct result of the successful Downtown Clean Team. Painting projects are often limited by the lack of available paint in the right color. A specially designated “Paint the Town New” clean-up in fall could mobilize the same number of volunteers to focus exclusively on painting buildings.
- 6) *Recycled Materials:*** A number of local paint companies carry recycled paint, which both ensures re-use of a valuable building material and demonstrates a commitment to sustainable building maintenance practices. Recycled paint also saves money; one estimate shows that “Metro Paint” produced by an Oregon municipal enterprise costs half as much as new paint.

**Past Façade Improvement Programs:** The City utilized a CDBG-funded Façade Improvement Program during the early 1980's as one of many tools to address urban decay. Funds were issued as loans to key downtown building owners to cover the material costs associated with awning replacements and exterior paint. Additional resources were leveraged by working with private lenders and painter-training programs. As a result, approximately 20 buildings received new paint jobs and approximately 10 buildings received new awnings. The loans were administered in-house to lower loan closing costs. All the loans were re-paid within five years and the funds were re-allocated for other purposes. The City did not at that time create a revolving loan fund with repayments.

**B) CPTED Safety Projects (\$15,000):**

The City has worked with downtown building and business owners along with other stakeholders to develop a priority listing of CPTED projects involving physical improvements. These projects fall into the following two categories:

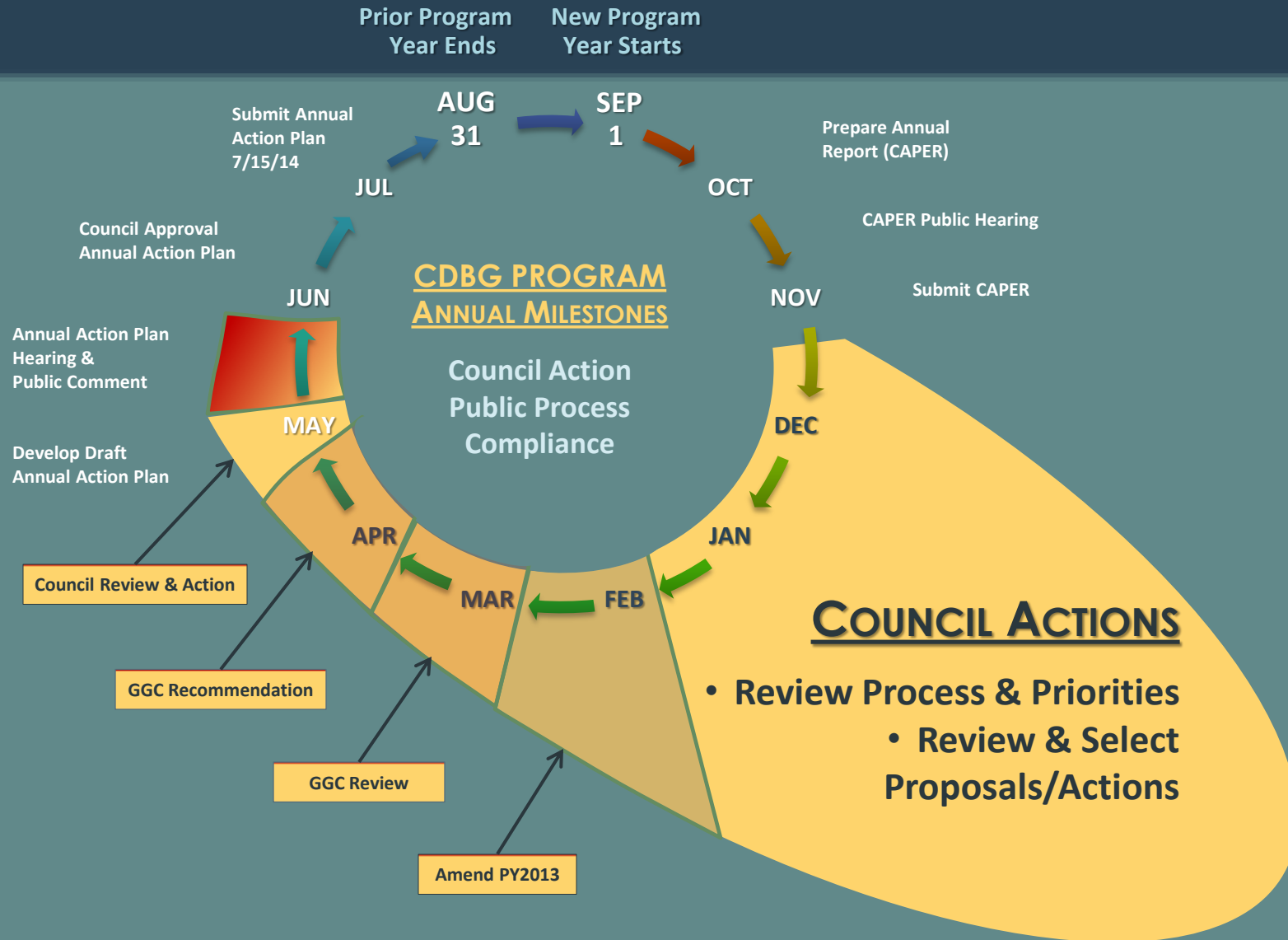
- 1) *Gates:* Building owners have identified key alcoves that currently attract a broad range of illegal and disruptive activity that are detrimental to business activity and discourage criminal activity.
- 2) *Dumpster Enclosures* Police have identified several "hot spot" areas where the existing enclosures are large, block line of sight and encourage illegal activities that are shielded from view. Replacing these with enclosures that meet the CPTED standards would greatly reduce criminal activity.

**3) Small Business "Micro" Loan Pilot Program: \$25,000**

Micro loans provide small businesses with the minimal start-up funds needed to launch. Typically, micro loans assist entrepreneurs who operate home-based businesses located in basements and garages rather than storefronts. Enterprise for Equity administers a small business micro loan program with funds from the United States Department of Agriculture (USDA) utilizing a total loan pool of up to \$270,000 and making loans that average \$2,000 - \$5,000. Providing additional funds to this micro loan program or others in the community could provide key financial support for small business through a partnership with Enterprise for Equity as a pilot project.



# CDBG – Program Year 2014 Timeline



# City of Olympia

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## General Government Committee

### Pride Festival Beer Garden Proposal for 2014

**Agenda Date:** 4/15/2014

**Agenda Number:** 4.B

**File Number:** 14-0358

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**File Type:** recommendation

**Version:** 1

**Status:** In Committee

**..Title**

Pride Festival Beer Garden Proposal for 2014

**..Recommended Action**

**City Manager Recommendation:**

Receive information and recommend approval of the Beer Garden request, if consistent with 2011 Guidelines or specific direction for 2014.

**..Report**

**Issue:**

Shall the City allow the use of a City street for a beer garden as part of the 2014 Capital City Pride Festival?

**Staff Contact:**

Cathie Butler, Communications Manager, 360.753.8361

**Presenter(s):**

Anna Schlecht, Co-Chair, Capital City Pride Festival

**Background and Analysis:**

Organizers are planning for the 2014 Capital City Pride Festival to be held June 20-22 at Sylvester Park and adjacent streets in downtown Olympia. This year, the event is expanding to three days, and organizers are asking to use a portion of Franklin Street for a beer garden.

The Pride Festival included a beer garden with its event in 2011 based on guidelines approved by the City Council. Festival organizers complied with the City's guidelines and State Liquor Control Board requirements. The only issue raised that year was the location of the beer garden, which was immediately adjacent to the Fleetwood Apartments. This year, Pride Festival organizers propose moving the beer garden one block east, to address the concern.

Attached is a map of the proposed location and the 2011 Council-approved guidelines.

**Neighborhood/Community Interests (if known):**

None known. Pride festival organizers will contact adjacent businesses and residential apartment manager.

**Options:**

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Recommend or do not recommend the beer garden.

**Financial Impact:**

None to the City. Pride Festival will reimburse City staff overtime costs.

# Capital City Pride

P.O. Box 7221, Olympia, WA 98507 \* [www.capitalcitypride.net](http://www.capitalcitypride.net)

## Capital City Pride – June 2014 Beer Garden Proposal

### Overview

On June 21 and 22 of 2014, Capital City Pride proposes to host a beer garden in conjunction with the annual Pride Festival & Parade in downtown Olympia. This will be the third beer garden in the past four years operated by Pride, with the first two being highly successful. As per the City's he City of Olympia policies, we are submitting our proposed plan to the Council's General Government Committee for review.

### Permits

We have submitted the following permit applications required for this event:

**City of Olympia** 2014 Festival & Event Permit - February 15, 2014 **Pending**

**Washington Event Permit** "Use of Capital Building & Grounds" **Approved # 13-2878E**

**Washington Liquor Control Board** – Special Occasion License for Non Profit Approved # **SP OCC 094426**

### Capital City Pride

Capital City Pride is an Olympia-based non-profit organization . Since 1991, our mission has been to host the annual June **Pride Day Festival & Parade** that draws nearly 15,000 people from the entire region for the Pride Parade and Festival in historic Sylvester Park. To learn more about our organization, please visit our website at [www.capitalcitypride.net](http://www.capitalcitypride.net)

### History the Beer Garden

Pride submitted our first request to host a Beer Garden in 2007 with an original goal to raise significant funds to support our organization. In 2011, we identified a new goal in the larger context of the City's concerns about the impact of alcohol in downtown Olympia. That new goal was to develop a model beer garden based on the European tradition of including substantial food and a positive atmosphere. We conducted this pilot project with a goal to break even financially in order to pursue a broader goal to set a higher community standard in how to run beer gardens.

In May 2011, the Olympia Council designated Capital City Pride to be the first non-profit to pilot the City's beer garden policies by operating a beer garden under the City's draft rules. Pride hosted two beer gardens - - the first in 2011 and the second in 2012. Both times, the facility was staffed by volunteers who held servers licenses who worked closely with the Olympia Police to ensure a smooth operation. Both times the facility was operated with an adjacent food vendor. Following both of those festivals, Pride submitted a report to the City that detailed the attendance, total sales of alcohol, total sales of food, and any positive or negative outcomes that would be useful for Council consideration. For both of these years, the Pride Beer Gardens were well operated, our attendees had a great time and Pride generated a small profit.

### Licenses, Permits & Registrations

Capital City Pride obtained a **Special Occasion License # SP OCC 094426** as issued by the Washington State Liquor Control Board (WSLCB) available only to bona fide nonprofit organizations. This permit will be posted prominently and made available for review upon request to citizens, customers and public officials

including law enforcement. Capital City Pride will also obtain a comprehensive City of Olympia event permit that included municipal regulations for a “one-time beer garden venue pilot project on City property”.

Additionally, Capital City Pride holds a State of Washington Master Business License and a State of Washington Certificate of Incorporation as a non-profit corporation. Capital City Pride operates under the fiscal auspices of the Rainbow Community Center, a federally recognized tax-exempt organization.

### **Festival & Beer Garden Attendance**

The Pride Festival & Parade anticipates sustained crowds of up to 6,000 through out the weekend. The Sunday Pride Parade is estimated to draw nearly 15,000. The Pride Beer Garden will never hold more than 100 people at a time with approximately 600 people over two days, and approximately 500 attendees who actually bought and consumed alcohol. The estimated average number of drinks per person will be 1.7 drinks.

### **Estimated Expenses & Revenues**

We conducted this pilot project with a goal to break-even financially in lieu of a broader goal to set a new standard in how to run beer gardens. Our projected expenses are \$2,200 and our projected revenues of \$4,500 (estimated at \$4,250 in sales and \$250 in tips). Following is a breakdown of our estimated expenses and revenues:

\$1,500.00 – Beer  
\$ 0.00 – Wine (Donated by Barefoot Wines, a subsidiary of Gallo Winery)  
\$ 0.00 – Refrigerator Truck (Donated by Beer Distributor)  
\$ 120.00 - Washington State Liquor Control Board License  
\$ 600.00 – Fencing rentals  
**\$2,220.00 – Estimated Expenses**

\$4,500.00 – Estimated revenues  
**\$2,280.00 – ESTIMATED PROFIT**

### **Staffing & Management**

Pride has developed a Beer Garden staff plan based local best practices from a number of sources, including local bars and WSLCB personnel. This model was field-tested in 2011 and 2012 utilizing the following seven person team:

- **One Beer Garden Manager** – Bobby Brown (former military police officer, current Class 12 WSLQB license) Charged with managing the entire beer garden: supervising personnel; supervising sales (cash taken, number of people served, number of drinks served); monitoring the crowd; coordinating with Pride Committee members; coordinating with local law enforcement; coordinating cash drops to the safe. **Location:** Primarily behind the bar with periodic sweeps of the customer area.
- **Two Expeditors:** (Both current Class 12 WSLQB license holders) Pouring beer into glasses; pouring wine into glasses **Location:** behind the bar by the cooler truck
- **Two Servers:** ( both - current Class 12 WSLQB license) Serving drinks and taking money  
**Location:** directly behind the bar

- **Two ID – Checkers:** (One with current Class 12 WSLQB license) Duties to staff the entrance at all times; check valid photo ID's of 100% of all customers; ensure no alcohol removed from the premises of the beer garden. **Location;** at the single entrance to the beer garden

Our Beer Garden Manager has secured a team of 10 volunteers who hold Class 12 Licenses and are experienced servers as our beer garden staff. There will **always** a minimum of seven staff in the beer garden. We will work closely with the Olympia Police Department to ensure a periodic patrol of the facility.

### **Location**

The Pride Beer Garden will be located on a City of Olympia public right of way located at the West end of the 200 block of 7<sup>th</sup> Avenue SE. The entrance oriented West toward the intersection of 7<sup>th</sup> Avenue & Washington. Immediately adjacent to the entrance was a food vendor. **Please note:** The family area for people with small children will be located on the opposite corner of the Office of the Superintendent of Public Instruction (OSPI) grounds.

### **Facility & Signage**

As per our City of Olympia Festival & Event Permit application, the lay-out places the entrance near the SE corner of Sylvester Park. Tables will be placed along both sides of the garden, allowing a wide aisle for entry and to monitor the crowd. Garbage & recycle cans will be placed near the bar and adjacent to the exit. A visual barrier will be installed along the North and South walls of the beer garden area in order to minimize the impact on the adjacent areas. All other walls will be left open to allow for easier line-of-sight monitoring by law enforcement and other Pride staff. As per amendment to the City policies on beer garden operations, alcohol related signage will now be posted inside and outside the Beer Garden alerting people to the location and nature of the facility. Dimensions of facility to be approximately 75 feet (East – West) by 25 feet (North – South) allowing for emergency vehicle passage.

### **Crowd Control & Access**

The entire facility will be enclosed with 6 foot high chain link fencing and festively decorated with rainbow flags and Pride Festival related banners. There will be a single point of access located at the intersection of 7<sup>th</sup> Avenue and Washington Street, **please note** this will be part of the area of closed right of ways under our proposed City of Olympia permit (**pending**). The entrance will be staffed by two volunteers, one of whom will have a WSLQB Class 12 server's license and familiarity with WSLQB laws and regulations pertaining to establishments that serve alcohol. This facility will operate with 100% ID check.

### **Hours of Operation**

The hours of operation were developed to complement the festival and parade schedules, yet to limit the total amount of potential alcohol consumption. The schedule was as follows:

- June 21, 2014: 12 Noon to 5 pm
- June 22, 2014: 12 Noon – 5 pm

In addition to preventing over-consumption at the Pride Festival, these limited hours were created to limit the adverse impact on the business of adjacent bars, several of which are Pride sponsors.

### **Partnership with Together**

Once again in 2014, Pride is pleased to partner with Together to make this a safe and positive beer garden on public property. We have partnered with Together for the past seven years on making Pride a tobacco

free event and the past three years on alcohol issues. Each year we provide space in our Pride Guide event program for a short article on alcohol and the GLBT communities. This year we intend to co-host a panel in advance of the Pride Festival that addresses drug and alcohol addiction and the GLBT community.

**Concerns or Comments**

As per the City policy, Pride is presenting our proposed 2014 Pride Beer Garden plan. Please forward any concerns or comments prior to the 2014 Pride Festival & Parade.

For More Information Please Contact:

**Anna Schlecht**

Capital City Pride

Chair & Business Manager

[anna@capitalcitypride.net](mailto:anna@capitalcitypride.net)

360-402-0170

## City of Olympia, Washington

### Rules and Requirements for a Pilot Project to Allow Alcohol Sales/Consumption with One Community Event in 2011

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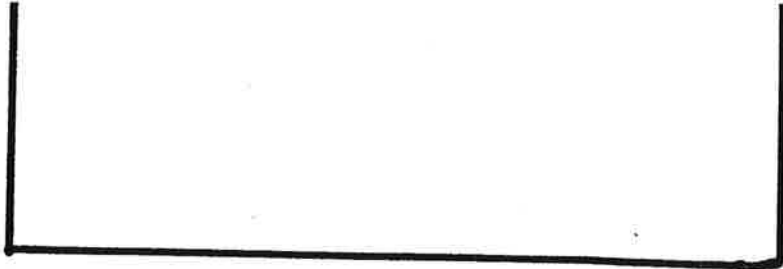
**The following rules and regulations are required for the serving/consumption of alcohol at the 2011 Capital City Pride Festival, June 11-12, 2011.**

- Beer and/or wines sales and serving must be within a fenced area on 7<sup>th</sup> Avenue near the intersection of 7<sup>th</sup> and Washington. Food of substance (such as sandwiches) must be available for purchase and consumption within the fenced area. No live entertainment may take place within the fenced area.
- Hours of operation for alcohol sales within the designated area will not exceed:
  - Saturday, June 11: 12:00 Noon to 4:00 p.m.
  - Sunday, June 12: 12:00 Noon to 3:00 p.m.
  - The beer garden area will close each day one hour after the end of sales.
- The beer garden area must be completely fenced with fencing at least 6' in height of a material agreed to by the City and that will easily allow the interior to be viewed from the north (Sylvester Park) side for security purposes.
- The City of Olympia Fire Marshall will establish the number of required entrances/exits based on the overall size of the fenced area; and the Fire Marshall will establish maximum occupancy based on the proposed square footage, usage and furnishings within the fenced area.
- The Olympia Police Department may require reasonable security measures for the duration of the event, including the presence of commissioned police officers and/or private security, or other security requirements. The event sponsor will be responsible for providing and paying for all security measures required by the City.
- The Pride Festival will provide the Olympia Police Department with the name and cell phone number of an on-site contact person with appropriate level of authority who will be present during the hours of beer garden option so that the on-duty policy supervisor will have one contact person to work with should issues arise during the event.
- Advertising posters, banners, or other materials may not be placed on the fence. No advertisements of alcohol brands may be displayed. Pride banners, flags and bunting may be secured to the fence as long as the interior of the beer garden is easily visible from the north (Sylvester Park) side.



- No one under the age of 21 will be allowed into the fenced beer garden area or served alcohol or be in possession of alcohol at the event. The Festival will establish a process to check age identification of all individuals who enter the fenced area.
- No alcohol may be served, carried or consumed by event attendees outside the designated fenced Beer Garden area.
- Alcohol may not be sold/served/consumed in glass containers.
- There will be no admission fee for entrance to the Beer Garden.
- The Pride Festival sponsor must obtain a Special Occasion Permit from the State of Washington Liquor Control Board, pay all associated fees, and abide by all applicable State requirements.
- The Pride Festival must obtain liability insurance covering the event in a minimum amount of at least \$2 million dollars per occurrence and \$3 million general aggregate. Coverage must include liquor liability including alcohol sale/serving. The City of Olympia, Washington must be named as an additional insured party and the Pride Festival must provide evidence in a form acceptable to the City. The type and amount of insurance is subject to the review and approval of the City Manager.
- Post Event Reporting: Within 30 days, the event sponsor must submit a written report to the City documenting:
  - State requirements for special occasion outdoor alcohol sales/serving (“beer gardens”)
  - Estimated overall event attendance by day at the Pride Festival event in Sylvester Park and adjacent streets
  - Estimated number of individuals who entered the beer garden area
  - Volume of alcohol sold
  - Type and Volume and/or weight of food sold
  - Dollar amount of gross and net sales of alcohol
  - Any known positive and negative issues with the beer garden.
  - Any other information the Festival organizer feels will be helpful for the City Council to have for post-event assessment.

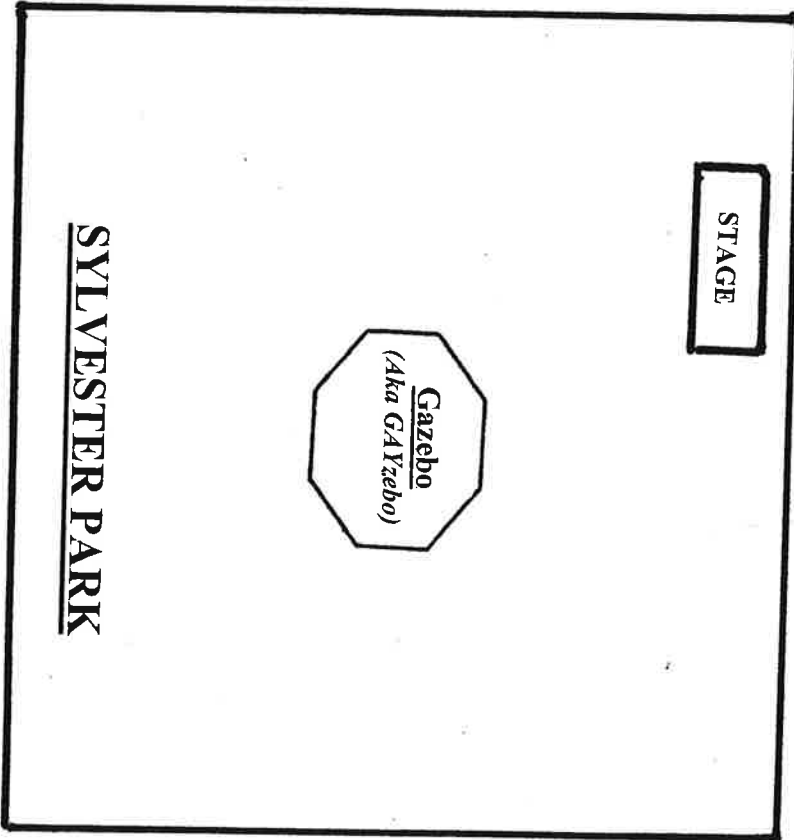
CAPITAL CITY PRIDE  
PRIDE PRIDE + FESTIVAL  
JUNE 20 - 22, 2014



LEGION WAY



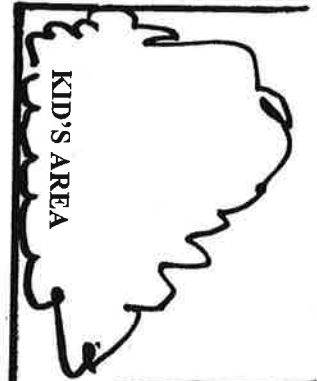
Open Intersection



CAPITAL WAY



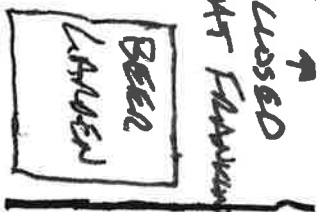
WASHINGTON STREET



KID'S AREA



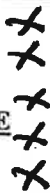
OSPI



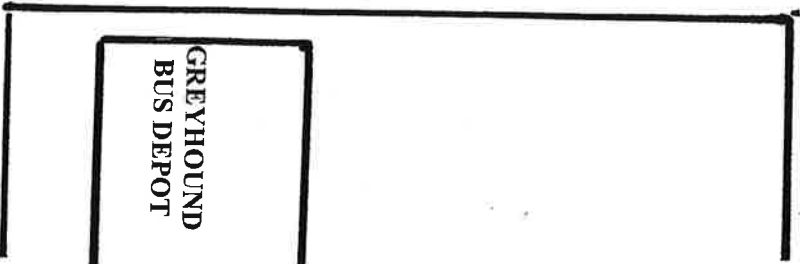
BEER LAMEN

CLOSED AT FAWKNER

7th AVENUE

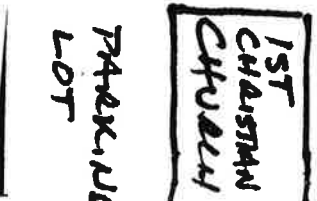


Maintain Bus Access



GREYHOUND BUS DEPOT

Closed at Washington + 8



1ST CHARLTON CHURCH

PARKING LOT

# City of Olympia

City Hall  
601 4th Avenue E.  
Olympia, WA 98501  
360-753-8447

## General Government Committee

### ORAL REPORT - Thurston County Needle Exchange and Downtown Issues/Policing Initiatives

Agenda Date: 4/15/2014

Agenda Number: 4.E

File Number: 14-0374

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**File Type:** information

**Version:** 1

**Status:** In Committee

**..Title**

ORAL REPORT - Thurston County Needle Exchange and Downtown Issues/Policing Initiatives

**..Report**

**Issue:**

Receive an oral report from Police Chief Ronnie Roberts about the County-wide conversation with the Thurston County Health Department regarding drug use in downtown and the needle exchange program. Downtown policing initiatives will also be presented.

**Staff Contact:**

Chief Ronnie Roberts, Olympia Police Department, 360.753.8409

**Presenter(s):**

Chief Ronnie Roberts, Olympia Police Department, 360.753.8409

# City of Olympia

City Hall  
601 4th Avenue E.  
Olympia, WA 98501  
360-753-8447

## General Government Committee

### ORAL REPORT - Briefing on Status of Marijuana Laws

**Agenda Date:** 4/15/2014

**Agenda Number:** 4.D

**File Number:** 14-0371

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**File Type:** report

**Version:** 1

**Status:** In Committee

**..Title**

ORAL REPORT - Briefing on Status of Marijuana Laws

**..Recommended Action**

**Committee Recommendation:**

No action required. Briefing only.

**..Report**

**Staff Contact:**

Tom Morrill, City Attorney, 360.753.8338