



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, March 6, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [19-0229](#) Approval of February 6, 2019 PBIA Advisory Board Meeting Minutes

Attachments: [PBIA Meeting Draft Minutes 02062019](#)

4. PUBLIC COMMENT

During this portion of the meeting, citizens may address the Advisory Committee or Commission regarding items related to City business, including items on the Agenda. In order for the Committee or Commission to maintain impartiality and the appearance of fairness in upcoming matters and to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission in these two areas: (1) on agenda items for which the Committee or Commission either held a Public Hearing in the last 45 days, or will hold a Public Hearing within 45 days, or (2) where the speaker promotes or opposes a candidate for public office or a ballot measure.

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A [19-0230](#) Discuss 2019 Event Sponsorships

6.B [19-0134](#) Decision about 2019 Work Plan Priorities

Attachments: [2019 Work Plan - DRAFT](#)

[2019 Budget](#)

[Public Value Maps](#)

[2019 Planning Timeline](#)

6.C [19-0021](#) Round Table Discussion

6.D [19-0144](#) Briefing on the Homeless Response Plan Process

Attachments: [Project Overview](#)

[Process Timeline](#)

[Link to Homelessness Webpage](#)

6.E [19-0145](#) Briefing on PBI Ordinance and Bylaws

Attachments: [Ordinance](#)

[Bylaws](#)

7. REPORTS

8. OTHER TOPICS

9. ADJOURNMENT

Accommodations

The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Advisory Committee meeting, please contact the Advisory Committee staff liaison (contact number in the upper right corner of the agenda) at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, February 6, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

Boardmember Barrett called the meeting to order at 6:04 p.m.

1.A ROLL CALL

Present: 8 - Vice Chair Jeffrey Barrett, Boardmember Jacob David,
Boardmember Janis Dean, Boardmember Lyndsay Galariada,
Boardmember David Rauh, Boardmember Jeffrey Trinin,
Boardmember Jeremy Williamson and Boardmember Nathan Rocker

Excused: 1 - Chair Danielle Ruse

OTHERS PRESENT

City of Olympia Staff:

Senior Program Assistant Max DeJarnatt
Downtown Liaison Mark Rentfrow
Program Specialist Bonnie Herrington
Downtown Ambassador Katherine Trahan

2. APPROVAL OF AGENDA

The agenda was approved as amended. Item 6.D was moved to the first business item.

3. APPROVAL OF MINUTES

3.A [19-0032](#) Approval of January 9, 2019 PBIA Advisory Board Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS - None

6. BUSINESS ITEMS

6.A [19-0133](#) PBI Public Art Investment - Art in Windows

Mr. Rentfrow presented a report on historical art in windows of Downtown businesses.

The report was received.

6.B [19-0136](#) Update on 2019 Downtown Hanging Flower Baskets

Boardmember Dean moved to use PBI funds to locally purchase three flower baskets to hang at City Hall, that are larger than 24", displayed with credit to PBI. Boardmember Williamson seconded. The motion passed unanimously.

6.C [19-0135](#) Twinklefest Marketing Initiative

Mr. Rentfrow presented a report on the Twinklefest marketing Initiative.

The report was received.

6.D [19-0131](#) PBI Public Art Investment - Street Banners

Mr. Rentfrow and Ms. Herrington presented a report on street banners.

The report was received.

6.E [19-0137](#) Downtown Resident Welcome Packets

Mr. Rentfrow presented a report on Downtown resident welcome packets.

The report was received.

6.F [19-0134](#) Discussion about 2019 Work Plan Priorities

Mr. DeJarnatt discussed 2019 work plan priorities.

The discussion was continued to the PBI Advisory Board due back on 3/6/2019.

6.G [19-0129](#) Discussion of Quarterly Survey

Mr. DeJarnatt discussed the quarterly survey.

The discussion was completed.

7. REPORTS - None**8. OTHER TOPICS**

8.A [19-0021](#) Round Table Discussion

The discussion was continued to the PBIA Advisory Board due back on 3/6/2019.

9. **ADJOURNMENT**

The meeting adjourned at 8:15 p.m.



City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8244

PBIA Advisory Board

Approval of February 6, 2019 PBIA Advisory Board Meeting Minutes

Agenda Date: 3/6/2019
Agenda Item Number: 3.A
File Number: 19-0229

Type: minutes **Version:** 1 **Status:** In Committee

Title

Approval of February 6, 2019 PBIA Advisory Board Meeting Minutes



PBIA Advisory Board

Discuss 2019 Event Sponsorships

Agenda Date: 3/6/2019
Agenda Item Number: 6.A
File Number: 19-0230

Type: decision **Version:** 1 **Status:** In Committee

Title

Discuss 2019 Event Sponsorships

Recommended Action

Discuss whether to sponsor the Bridge Summer Concert Series in 2019

Report

Issue:

Discussion of 2019 event sponsorships. Whether to sponsor the Bridge Summer Concert Series in 2019

Staff Contact:

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

Presenter(s):

Board Chair Danielle Ruse

Max DeJarnatt

Background and Analysis:

In prior years PBIA funds have been used to sponsor downtown events. For each year in 2016 and 2017, the PBIA spent about \$4,500 on event sponsorships (\$500 for Pride Festival, \$500 for Girls Night Out parking tokens, \$500 for Mixx96 Halloween and \$3,000 for Downtown Clean Ups.) Additional marketing (i.e., advertising) expenses may have also been considered "event sponsorships (e.g., ad buys for Twinkefest.)" In 2018, the PBIA spent about \$3120 on event sponsorships (\$2000 for Bridge, \$500 for Pride, \$500 for Halloween, and \$120 for Third Thursday parking tokens).

The 2019 PBIA Budget includes \$7,000 for event sponsorships. The Board has not yet determined what events it wants to sponsor this year.

In September of last year, Bobby Williams from the Bridge Summer Concert Series contacted staff liaison Max DeJarnatt to ask if the PBIA would be willing to sponsor the program for \$2,000 this year. **Attachment 1** is a link to the Bridge program website. At the PBIA Board meeting in December, Mr. Williams provided an overview of the program for the Board at the meeting, followed by Q&A. He formerly requested a renewed \$2000 sponsorship for their 2019 efforts.

Questions for Board Discussion:

- What events, including Bridge, might the PBIA want to sponsor in 2019?
- How might each of these sponsorships contribute to the PBIA mission and public value results map developed by the PBIA Board at the 2017 retreat (see **attachment 2**)?
- What is the desired amount of each sponsorship?
- If the total amount of sponsorships exceeds \$7,000, where will the additional funds come from?

In this event, staff recommends using funds set aside for contingency (of which there is \$1,500).

Neighborhood/Community Interests (if known):

N/A

Options:

The Board may want to decide on whether to fund the Bridge program this evening; if so, optional motions are listed below. Decisions regarding other 2019 event sponsorships may also be made this evening or at a subsequent meeting.

1. Move to fund the Bridge Summer Concert Series for the requested amount of \$2,000. To do this, use \$2,000 of event sponsorship funds.
2. Move to fund the Bridge Summer Concert Series for an amount less than \$2,000 using event sponsorship funds.
3. Move to not fund the Bridge Summer Concert Series at this time.

Financial Impact:

N/A

Attachments:

Bridge Music Project Website
PBIA Values Map



PBIA Advisory Board

Decision about 2019 Work Plan Priorities

Agenda Date: 3/6/2019
Agenda Item Number: 6.B
File Number: 19-0134

Type: discussion **Version:** 2 **Status:** In Committee

Title

Decision about 2019 Work Plan Priorities

Report

Issue:

Decision regarding development of PBIA's 2019 work plan

Staff Contact:

Max DeJarnatt, Senior Program Assistant, PBIA Staff Liaison, mdejarna@ci.olympia.wa.us, 360-570-3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

Olympia's retail strategy vision is: *A vibrant, dynamic business environment that attracts people, activity and investment.*

The mission of the Parking & Business Improvement Area (PBIA) is *to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners.*

The PBIA exercises its mission by carrying out initiatives in five program areas: parking, clean and safe, beautification, communications and marketing. To that end, a primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan with specific projects and budget. The City Council has a role to review and adopt the PBIA's annual work plan and budget, which is ideally completed before they adopt the City's annual budget in December of each year.

In preparation for developing its 2018 work plan and budget recommendation for the City Council, 2017 PBIA subcommittees met to review its page in the strategic plan and clarify what that program does and why. The attached draft public value maps reflect the discussions. PBIA members are asked to review the maps. We will continue to refine them.

Discussion topics include the role of the PBIA and its work plan, vetting what we do and why, discussing how we do it and priorities for 2019.

Neighborhood/Community Interests (if known):

The PBIA's mission helps carry out Olympia's Downtown retail vision.

Options:

1. Approve the Work Plan as drafted
2. Amend and approved the drafted work plan

Financial Impact:

Supporting PBIA in development of a work plan is included in the base budget for Community Planning & Development. The 2019 cost for specific initiatives within the work plan will be determined as part of the process.

Attachments:

PBIA 2019 Draft Work Plan

2019 Budget

Public Value maps

2019 Planning Timeline

PBIA (Parking & Business Improvement Area) Advisory Board 2019 Work Plan

January 2019 through April 2020. The committee meets once per month. Staff liaison for PBIA is Max DeJarnatt

SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

A. Communications (with members/downtown businesses)

Unless otherwise noted, there is sufficient professional and administrative staff time to accomplish the Section #1 staff commitments in 2019.

Estimated Percent of Overall Committee Effort: 18%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
<p>1A.1 Monthly Meeting Roundtable</p> <p>PBIA Role: Time devoted at end of each PBIA meeting to discuss downtown business interests, leading to:</p> <ul style="list-style-type: none"> • Quarterly short survey questions • Identification of issues that can be addressed by existing programs • Identification of key messages or issues that need to be reported to the City Council (quarterly at GG) • Advice for staff about messages important to convey to Downtown businesses through ongoing communication materials (e.g., e-blasts, quarterly or bi-annual newsletters, PBIA annual report) <p>Deliverable/Outcome: As outlined above. Connect the downtown businesses and City. Help staff communicate effectively with downtown business stakeholders.</p>	<p>10-20 minute discussion at each meeting</p>	<p>10-20 minute discussion at each meeting</p> <p>+ Prepare and distribute communications</p>	<p>Monthly</p>	<p>N/A</p>

<p>1A.2 Survey Downtown Businesses: Gauge the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBI A and City efforts.</p> <p>PBI A Role: Develop short 3-question surveys that will be sent quarterly to members online; establish a “suggestion box” – both physical and online - to constantly gather member feedback.</p> <p>Deliverable: Survey results and other comments received will be provided to City Council through reports shared with City Council quarterly.</p>	<p>Identify questions and discuss survey results as part of monthly roundtable</p>	<p>Identify questions and discuss survey results as part of monthly roundtable</p> <p>+ Put survey online, notice it, prepare summary report</p> <p>+ Put up and monitor suggestion box, prepare summary</p>	<p>Quarterly</p>	<p>N/A</p>
<p>1A.3 Annual member meeting</p> <p>PBI A Role: Host an annual meeting for PBI A members (ratepayers). This is required by the PBI A bylaws.</p> <p>Deliverable/Outcome: Meeting to promote member relations.</p>	<p>3 hours (1 hour to plan to event, 2 hours for event)</p>	<p>2.5 hours (.5 hours to plan to event, 2 hours for event)</p> <p>+ Handle meeting logistics</p>	<p>TBD</p>	<p>Included in \$2,300 Administration budget</p>

1B. Clean & Safe

Unless otherwise noted, there is sufficient staff time/resource available in 2019 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 1%

<p>Title Description</p>	<p>Committee Commitment</p>	<p>Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i></p>	<p>Schedule (Estimated)</p>	<p>Budget Implications</p>
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Plans

<p>1B.1 Partially fund the Downtown Ambassador and Clean Team program</p> <p>PBIA Role: Provide funds. Gather feedback from members about the program, which may influence priorities.</p> <p>Deliverable/Outcome: Leverage City funds to expand the ambassador and clean team operations.</p>	<p>0 hours</p> <p>(any time devoted would be part of Communications in Section 1)</p>	<p>0 hours</p> <p>(any time devoted would be part of Communications in Section 1)</p>	<p>N/A</p>	<p>\$43,500</p>
<p>1B.2 Mural Protection</p> <p>PBIA Role: Identify murals in need of protection /preservation/ rehabilitation</p> <p>Deliverable/Outcome: preservation of community assets and a cleaner downtown</p>	<p>Approximately .5 hours of discussion</p>	<p>Approximately .5 hours of discussion</p>	<p>Q2 or Q3</p>	<p>\$2,500</p>
<p>1B.3 Extra Alley Flushings</p> <p>PBIA Role: Provide funds to carry out 3 extra alley flushings during the summer months, in addition to the 2 provided by Public Works. (May-Sept)</p> <p>Deliverable/Outcome: A cleaner downtown</p>	<p>0</p>	<p>0</p>	<p>N/A</p>	<p>\$1,200</p>

1C. Beautiful Streetscapes

Unless otherwise noted, there is sufficient staff time/resource available in 2019 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 2%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Plans				
<p>1C.1 Flower Baskets: 80 flower baskets to be hung and regularly maintained from end of May-Sept</p> <p>PBIA Role: Review 2019 results and provide input to staff about contract needs for 2020 program</p> <p>Deliverable/Outcome: Flower baskets that contribute to an attractive and welcoming downtown environment</p>	.5 hours	.5 hours	Q2-3	<p>\$23,000 total</p> <p>(\$5,000 for product and \$18,000 for maintenance)</p>
<p>1C.2 Public Art Investment: (i.e. Art in Windows, etc)</p> <p>PBIA Role: Discuss what type of art or themes they would like to see showcased in vacant windows (staff works w/property owners)</p> <p>Deliverable: Art/photos in vacant storefronts</p>	.5 hours	1-2 hours	<p>Q2- start discussion</p> <p>Coordinate with the Wayfinding Plan</p>	\$5,000

1D. Marketing

Unless otherwise noted, there is sufficient staff time/resource available in 2019 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 7%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Plans				
<p>1D.1 Sponsoring Events that benefit and draw visitors into downtown (e.g., Pride, Girls Night Out, Trick or Treat, etc.)</p> <p>PBIA Role: Develop application process for sponsorship requests. Choose which events to sponsor and amount</p> <p>Deliverable: Support for events hosted by other organizations</p>	2 hours	2 hours	Discussion March 2019	\$7,000
<p>1D.2 Holiday Lighting & Twinklefest illuminating dark streets during the winter holiday retail season.</p> <p>PBIA Role: Participate in the identification of placement opportunities of lights.</p> <p>Deliverable: Festive lighting displays</p>	.5 hours	2 hours	Q2-4	\$14,000

<p>1D.3 Provide a welcome packet to new downtown residents</p> <p>PBIA Role: Review results of pilot to Annie's Artist Flats, refine and plan for remaining openings</p> <p>Deliverable: A packet of information to welcome residents to downtown.</p>	<p>.5 hours On-going</p>			<p>None (may use leftover budget or parking tokens)</p>
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1E. Parking

Unless otherwise noted, there is sufficient staff time/resource available in 2019 to accomplish or advance these items.
 Estimated Percent of Overall Committee Effort: 3%

<p>Title Description</p>	<p>Committee Commitment</p>	<p>Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i></p>	<p>Schedule (Estimated)</p>	<p>Budget Implications</p>
<p>1E.1 Educate downtown businesses about the City parking strategy – how it aims to make parking more convenient for customers and where employees can and should park</p> <p>PBIA Role: Advise staff on development of communication materials and member outreach to businesses</p> <p>Deliverable: Materials and messages</p>	<p>1-2 hours at committee</p> <p>Additional time for outreach can be folded into Communications efforts outlined in 1A</p>	<p>1-2 hours at committee + develop materials</p>	<p>Q2-4</p>	<p>N/A – materials to be supplied by CPD</p>

SECTION 2: Administrative Duties

Unless otherwise noted, there is sufficient staff time/resource available in 2019 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 22%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Plans				
<p>2.1 Provide input re: potential update to PBIA Ordinance</p> <p>PBIA Role: Provide input to City Council re: the scope of necessary changes, and potentially make more specific recommendations if requested by Council</p> <p>Deliverable: Input to staff & Council</p>	2 hours	2 hours	Q2	Included in CP&D base budget
<p>2.2 Review & update PBIA Bylaws</p> <p>PBIA Role: Scope, consider and adopt potential changes to PBIA bylaws</p> <p>Deliverable: Updated bylaws</p>	2 hours	2 hours	Q2	Included in base CP&D budget
<p>2.3 Recommendation on PBIA's 2020 budget</p> <p>PBIA Role: Develop a recommended 2020 budget to implement PBIA's roles and goals</p> <p>Deliverable: Recommended budget</p>	2 hours	2 hours	Q4	Recommendation process included in CP&D base budget. Shapes the 2020 PBIA budget

<p>2.4 Joint meeting with the Olympia Downtown Association (ODA)</p> <p>PBIA Role: Help set the agenda and participate</p> <p>Deliverable: Two meetings with ODA</p>	<p>2-4 hours</p> <p>May be part of D.1</p>	<p>2-4 hours</p>	<p>April & October</p>	<p>N/A</p>
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SECTION 3. Input to Staff

As programs are implemented and administrative procedures developed, staff often consults with committees for their input and perspective. Input from committee members is considered by staff in implementing the program or policy.

Unless otherwise noted, there is sufficient professional and administrative staff time to accomplish the Section #2 staff commitments in 2019.

Estimated Percent of Overall Committee Effort: 7%

Title Description	Committee Commitment	Staff Commitment Hours reflect working with the committee, not total project staff time.	Schedule (Estimated)	Budget Implications
<p>Opportunities are unknown at this time, but may include participation in:</p> <ul style="list-style-type: none"> • Wayfinding Plan • Potential shared parking program stakeholder group • Ambassador & Clean Team Program • Downtown Design Guidelines • Eco-District • Artswalk 	<p>1 hour of board discussion and/or 1-2 members participate in a stakeholder group</p>	<p>1 hour</p>	<p>TBD</p>	<p>N/A</p>

SECTION 4. 2019 Informational Briefings (about issues of importance to downtown)

Unless otherwise noted, there is sufficient staff time/resource available in 2019 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 40%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
<p>4.1 Ambassador & Clean Team Program Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	1 hour for 4 quarterly updates	1 hour for 4 quarterly updates	Quarterly	N/A
<p>4.2 Economic Development Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	1 hour for 2 semi-annual updates	1 hour for 2 semi-annual updates	Semi-annually	N/A
<p>4.3 ODA Marketing Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	1 hours for 3 updates	1 hour for 3 updates	3x/Year	N/A
<p>4.4 Downtown Strategy Update</p>	1 hour for semiannual update	1 hour for semiannual update	Semiannual	N/A

<p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>				
<p>4.5 Action Plan Update, including indicators</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	Q2 (May)	N/A
<p>4.6 Parking Strategy Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	2 hour for quarterly updates	2 hour for quarterly updates	Quarterly	N/A
<p>4.7 OPD Update on Safety Levy Implementation and Walking Patrol</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	.5 hours	.5 hours	Q1	N/A
<p>4.8 Homeless Coordinator Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p>	.5 hours	.5 hours	Q2 or Q3	N/A

Deliverable/Outcome: PBIA is updated and can communicate it to members.				
4.9 Sanitation Master Plan Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	Q3	N/A
4.10 Transportation Master Plan: A briefing from Public Works Transportation PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	Q2	N/A
4.11 Wayfinding Plan Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.12 Sea Level Rise Plan Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.13 Visitor & Convention Bureau Update	.5 hours	.5 hours	TBD	N/A

<p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>				
<p>4.14 Code Enforcement Officer</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.15 Homefund</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.16 Downtown Design Guidelines</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.17 Neighborhood Center</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A

<p>4.18 Eco-District</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.19 Short-term Rentals</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.20 Sign Code Update</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.21 Shoreline Master Plan</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.21 Waste water</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A

<p>4.22 EDDS</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.23 ARTSWALK</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.24 Isthmus Park</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.25 Courthouse Project</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A

PBIA - 2019 Budget		7-Nov-18	
	Category/Item	Budget Amount	Notes
	Communications		
	Clean & Safe		
	Ambassadors & Clean Team	\$ 43,500	
	Mural protection	\$ 2,500	<i>estimated cost of labor and materials to cover 3 murals</i>
	Extra alley flushings	\$ 1,200	<i>3 extra flushings for July, August, September</i>
	Streetscape Beautification		
	Flower baskets	\$ 5,000	<i>(74) 18" from Fessler's + (5) 24" moss from DeGottis</i>
	Flower basket watering	\$ 18,000	<i>assumes 75% of 2018 cost, Probation Services</i>
	Art/photos in windows	\$ 5,000	
	Marketing		
	Holiday lighting & Twinklefest	\$ 14,000	
	Event sponsorships	\$ 7,000	
	Parking	\$ -	
	Business Training	\$ -	
	Administration	\$ 2,300	<i>e.g., annual member dinner, survey monkey, misc.</i>
	Contingency	\$ 1,500	
	TOTAL BUDGET	\$ 100,000	

Communications (Educate & Inform)

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

"so that"



We garner the support, cooperation and involvement of members and partner organizations in the betterment of DT

"so that"



Members understand the value of PBIA before they receive their first bill

AND

Everyone understands how PBIA's efforts fit into a larger downtown strategy (*i.e., PBIA isn't alone responsible for addressing issues – we're all in this together*)

"so that"



What we do:

Proactively educate and inform members and partner organizations about:

- Who PBIA is, what PBIA does (*and sometimes - when necessary - what we can't do*) & how this adds value Downtown
- How to get involved in PBIA events and happenings
- Related efforts that address issues of importance to members



Some Related Efforts of Importance to PBIA Members:

- How Downtown Ambassadors & Clean Team can help businesses
- Myriad resources to enhance, support and grow their business
- Programs & services available to help people experiencing homelessness and street dependency in Downtown
- Actions in Olympia's Downtown/Retail Strategy:
 - Parking strategy
 - Street improvement projects
 - Public restrooms, walking patrol, shared trash compactors, artesian commons programming, etc.
 - Development projects (encouraging private investment)
 - Sea level rise response plan, nightlife safety plan for the Entertainment Area, mixed-income housing strategy
 - Coordinated response to homelessness & street dependency in Downtown that includes businesses, social service providers and government

2018 Initiatives:

- Carry out welcome wagon and ongoing outreach with member businesses
- Create welcome packets for new businesses
- Advise staff re: downtown communications
- Host annual member meeting

Communications (Query Members)

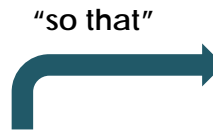
Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

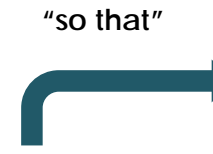
Gather feedback from members about issues important to them and share it with the City



The City Council and staff are informed of issues specific to downtown businesses that members would like heard and addressed



We can align our efforts to address member concerns and priorities



Ultimate Outcome
Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

AND
Members have a voice in the decision making that affects them

2018 Initiatives:

- Conduct ongoing one-on-one outreach through 'welcome wagon'
- Put out short, quarterly surveys
- Establish a physical and online 'comment box' that is always open
- Set aside time for discussion at each board meeting to share what we're hearing from businesses and relay this info to staff and City Council's General Government Committee

Clean & Safe

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

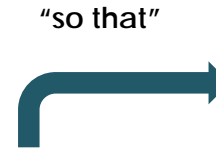
- Support the Downtown Ambassador and Clean Team program
- Fund small projects and sponsor programs that contribute to a welcoming Downtown
- Leverage our investments by collaborating with other entities
- Assess member needs and concerns & Advise the City about programs and projects to address real and perceived clean & safe issues

2018 Initiatives:

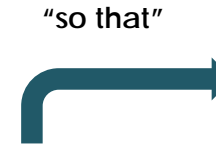
- Partially fund the Ambassador and Clean Team program
- Sponsor ODA's Volunteer in Paint program, spring and fall Downtown Clean-Up
- Maintain cigarette butt collectors



Downtown feels welcoming, safe and attractive to those who visit, work and live here



Downtown Olympia is known as a desirable destination within Thurston County and the State of WA



AND

Community members and visitors come back again and again

AND

Businesses have a voice pertaining to clean & safe issues, as these have consistently been identified as a priority

Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

Beautiful Streetscapes

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

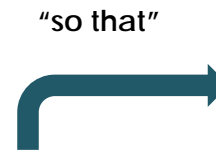
- Fund small projects that contribute to an attractive, welcoming Downtown

2018 Initiatives:

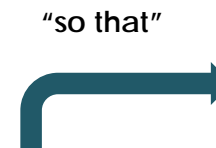
- Hang and maintain flower baskets
- Make a public art investment



Downtown feels welcoming, safe and attractive to those who visit, work and live here



The identity and perception of Downtown is improved within Thurston County and the State of WA



Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

AND

Visitors come back again and again

Marketing

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Market to the general public, members & businesses to educate and promote events and activities supported by PBIA
- Partner with allied organizations on events, sponsorships, image making and marketing

2018 Initiatives:

- Guide a contracted agent (possibly in partnership with the ODA) to develop creative content and messages, and coordinate placement of ads and stories through various media outlets
- Host Twinklefest
- Create a welcome packet for new downtown residents
- Sponsor local events (i.e., Pride)

“so that”

We spread a unified, positive message about Downtown and ways to experience it

“so that”

People are motivated to visit, shop and participate in events Downtown more often

“so that”

Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

Guidance:

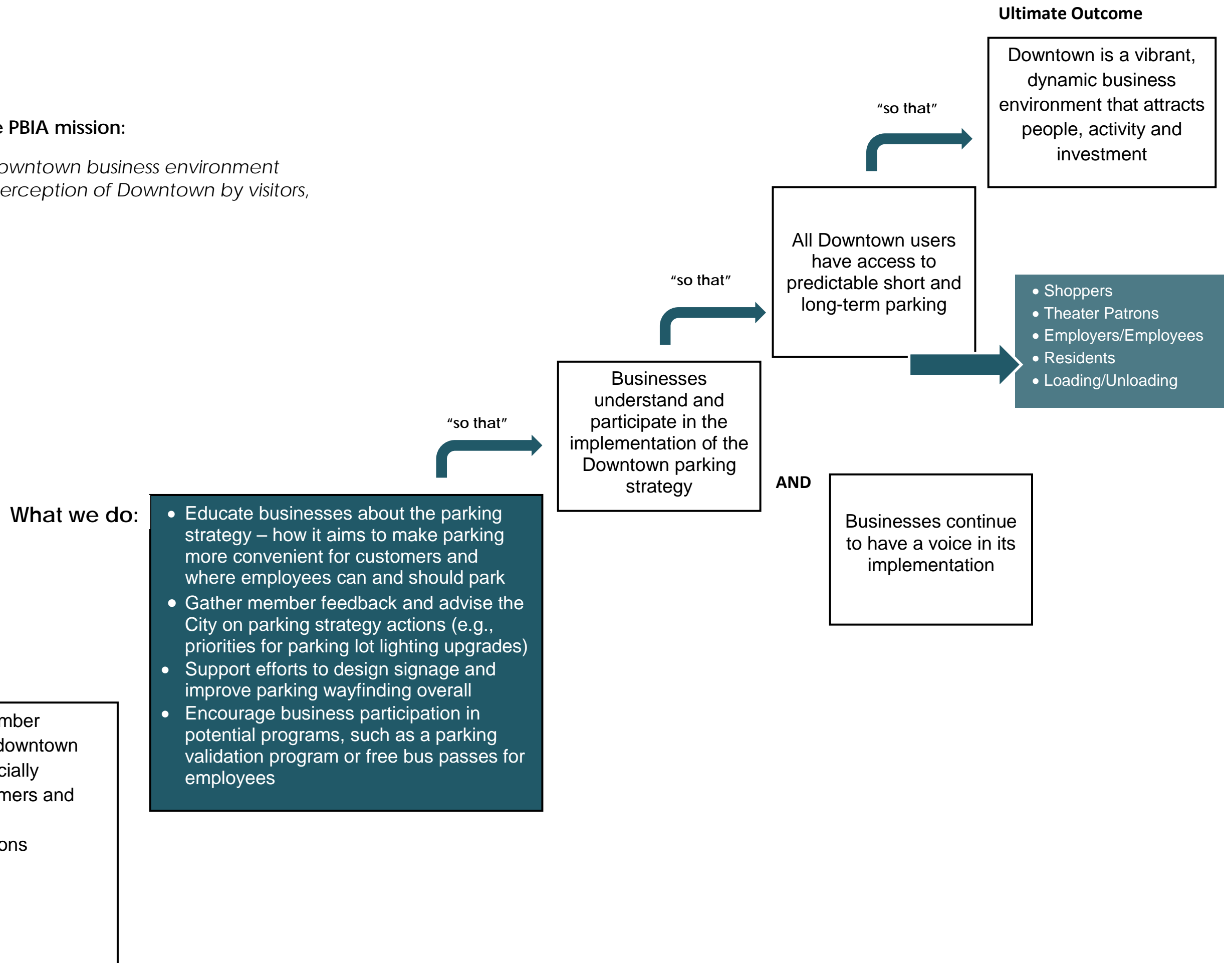
- Be timely
- Promote shop local
- Coordinate with ODA on overarching image and message

Parking

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners



Small Business Support/Resources

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

"so that"



Businesses can stay and thrive in Downtown as the local economy grows

"so that"



Downtown businesses have the tools and trainings they need to be successful

"so that"



What we do:

- Educate members about the myriad resources to enhance, support and grow their business
- Help to facilitate and fund business and professional training programs
- Encourage members to participate

2018 Initiatives:

- Promote the myriad small business support resources available in our region through communication functions



2019 Major City Planning Projects

Last updated 12.06.2018

ABC Order	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Expected Adoption	Action Area
Downtown Design Guidelines Update Joyce Phillips 360.570.3722 jphillip@ci.olympia.wa.us	➡	➡	➡	➡	➡	➡							06/19	DT
Downtown Wayfinding Plan Kellie Braseth 360.753.8361 kbraseth@ci.olympia.wa.us	➡	➡	➡	➡	➡	➡	➡	➡	➡	➡	➡	➡	12/19	DT
New Homelessness Response Plan olympiawa.gov/homelessness Stacey Ray 360.753.8046 sray@ci.olympia.wa.us	Public Engagement TBD - To Stay Informed Sign Up for Our Homeless Response Enewsletter at olympiawa.gov/subscribe											10/19	CSH	
New Neighborhood Centers Not Yet Assigned							➡	➡	➡	➡	➡	➡	2020	NBHD
Parking Strategy olympiawa.gov/parkingstrategy Max DeJarnatt 360.570.3723 mdejarna@ci.olympia.wa.us	➡	➡											02/19	DT
Sea Level Rise olympiawa.gov/sealevel Susan Clark 360.753.8321 searise@ci.olympia.wa.us	➡➡	➡➡											02/19	DT
Short-term Rental Policies Leonard Bauer 360.753.8206 lbauer@ci.olympia.wa.us	➡	➡	➡➡	➡➡	➡	➡	➡						06/19	NBHD
Sign Code Update olympiawa.gov/signcode Joyce Phillips 360.570.3722 jphillip@ci.olympia.wa.us	➡	➡											02/19	Econ
New Shoreline Master Program Periodic Update Not Yet Assigned							➡	➡	➡	➡	➡	➡	2020	Env
Sub-Area Planning Sub-Area Eastside Neighborhood Leonard Bauer 360.753.8206 lbauer@ci.olympia.wa.us	➡	➡	➡	➡	➡	➡	➡	➡					2019	NBHD
Transportation Master Plan Sophie Stimson 360.753.8497 sstimson@ci.olympia.wa.us	➡	➡	➡	➡	➡➡	➡	➡	➡	➡	➡	➡	➡	2019-20	Econ
Wastewater Management Plan Susan Clark 360.753.8321 sclark@ci.olympia.wa.us	➡	➡➡	➡	➡➡	➡➡	➡➡	➡	➡	➡➡	➡➡			10/19	Env
West Bay Park & Restoration Plan olympiawa.gov/westbaypark Laura Keehan 360.570.5855 lkeehan@ci.olympia.wa.us	➡	➡	➡	➡	➡	➡	➡	➡					08/19	Env
2019 EDDS Update olympiawa.gov/EDDS-updates Steve Sperr 360.753.8739 ssperr@ci.olympia.wa.us	➡	➡	➡	➡	➡	➡	➡	➡	➡	➡	➡➡	➡	12/19	Econ

Stay Connected

Sign up for our **City Planning** E-Newsletter at olympiawa.gov/subscribe

Icon Key

- ➡➡ Anticipated Public Engagement Opportunities
- ➡ Work In Progress
- 📌 Recently updated or added

Abbreviation Key

- CSH Community Safety & Health
- DT Downtown
- Econ Economy
- Env Environment
- NBHD Neighborhoods
- OPC Olympia Planning Commission
- LUEC Land Use & Environment Committee

Completed 2018

Downtown Sanitation Master Plan | Mark Rentfrow
Missing Middle Housing | Leonard Bauer, Joyce Phillips

Ongoing Work

Action Plan | Performance Measurement
Community Report Due Out March 2019
olympiawa.gov/actionplan



PBIA Advisory Board Round Table Discussion

Agenda Date: 3/6/2019
Agenda Item Number: 6.C
File Number: 19-0021

Type: discussion **Version:** 1 **Status:** In Committee

Title

Round Table Discussion

Report

Issue:

Board discussion of downtown issues

Staff Contact:

Max DeJarnatt, Senior Program Assistant, Community Planning & Development, 360.570.3723

Presenter(s):

N/A

Background and Analysis:

Discussion about downtown issues and what we are hearing from ratepayers; leading to identification of:

- Quarterly short survey questions
- Issues that might be addressed by existing programs
- Key messages to be reported to City Council
- Advice to staff about key messages to convey to downtown businesses
- Ideas for potential future PBIA budget items

Neighborhood/Community Interests (if known):

Discussion is to identify neighborhood issues

Options:

N/A

Financial Impact:

N/A

Attachments:

N/A



PBIA Advisory Board

Briefing on the Homeless Response Plan Process

Agenda Date: 3/6/2019
Agenda Item Number: 6.D
File Number: 19-0144

Type: report **Version:** 1 **Status:** In Committee

Title

Briefing on the Homeless Response Plan Process

Recommended Action

Committee Recommendation:

Not Referred to a Committee.

City Manager Recommendation:

Receive a briefing on the Homeless Response Plan Process. Briefing only; No action requested.

Report

Issue:

Receive a briefing on the Homeless Response Plan Process, including timeline, milestones, the various roles, and how stakeholders will be engaged to provide input and develop long-term strategies and actions.

Staff Contact:

Amy Buckler, Downtown Programs Manager, Community Planning & Development, 360.570.5847

Presenter(s):

Amy Buckler, Downtown Programs Manager, Community Planning & Development

Background and Analysis:

Rising homelessness is the most significant and urgent public concern facing our city. In July 2018, the Olympia City Council declared a state of public health emergency related to homelessness; the Thurston County Commissioners also declared a state of emergency last year. Although homelessness is most visible within the urban hub of downtown Olympia, this issue affects all of Thurston County

During 2019, the Olympia City Council is convening a broad, community-driven process to identify strategies and actions to respond to homelessness and its impacts on the city. The approach is based on a framework and methodologies called Participatory Leadership: a community-based approach to addressing complex issues that emphasizes learning, dialogue, equity, and inclusiveness.

Purpose, People and Roles

See attached Overview.

A community work group made up of 8-10 members with a diverse set of perspectives and experiences will help host the process, inviting a broad cross-section of the regional community to identify and carry out long-term strategies and actions. This work will be informed by and build upon the County's Five-Year Homeless and Housing Plan and Olympia's Comprehensive Plan and Downtown Strategy.

The City of Olympia cannot effectively address this issue on its own. We need citizens, the State, other governmental entities in the region, and other public and private partners to help develop and implement the response. Thus, one aspect of this process is to engage and develop those partnerships.

Another aspect is to involve community members in learning about this complex issue and the plans and actions currently underway, while also providing well-designed opportunities for the community to participate in dialogue and inform the developing strategies, actions and partnerships.

Emergency Response will Continue

During this process of developing a long-term response, the City of Olympia will continue responding to the immediate emergency. Immediate actions include Mitigation Site(s), the Plum Street Tiny House Village, a City & Faith Community Pilot Partnership, helping to fund a 24/7 shelter system and more. See the City's website for more information.

These emergency actions are not the same as our long-term response, but they are connected. Not only do these actions provide safer shelter options for people currently experiencing homelessness, these also provide examples our community can learn from when developing the longer-term response.

Neighborhood/Community Interests:

The community has a strong interest in addressing homelessness in the community.

Options:

Receive a briefing on the Homeless Response Plan Process

Financial Impact:

Included in base department budget.

Attachments:

Project Overview

Planning Timeline and Milestones

Link to City's Homeless Response Webpage



Homeless Response Plan: Project Overview

WHAT	The Olympia City Council will convene a broad-based community-driven process to identify objectives, strategies, and actions to respond to homelessness in Olympia.
PURPOSE (WHY)	To identify how to effectively respond to homelessness and its related impacts on the City of Olympia.
INTENTION	To invite a broad cross-section of the regional community to collectively identify, co-create, and lead an effective response to homelessness and its impacts on the City of Olympia.
WHO	<p>The process will be hosted by a community work group, made up of 8-10 members who bring a diverse set of perspectives and experiences, and embody the following characteristics:</p> <ul style="list-style-type: none"> • Curious • Open-minded • An emerging leader • Committed • Team-oriented • Passionate and caring <p>The community work group will shape and shepherd a process that includes learning and having dialogue with community resource partners, implementation partners, and the community-at-large.</p>
WHEN	January 2019-October 2019

<p>PRODUCTS</p>	<ul style="list-style-type: none"> • Objectives, strategies, and actions for responding to homelessness and it’s impacts in Olympia • An implementation framework; with partnerships and action leads identified • Dashboard of performance metrics for tracking implementation • A portfolio of current community partner resources and information on homelessness in Olympia
<p>PEOPLE & ROLES</p>	<ul style="list-style-type: none"> • City Council (Conveners): Host and support the process; listen; uphold the authenticity and validity of the process and its outcomes; and connect with key implementation partners throughout the process • Community Work Group (Core Team): Shape and shepherd the process; learn; invite others to contribute; and identify objectives, strategies, and metrics coming out of the process • Community Resource Partners: Set the context for the work group; provide expertise, resources, and data; and help host elements of the process • Implementation Partners: Stay informed; provide information for the work group; identify actions coming out of the process; and collaborate on implementation • Community Members: Stay informed throughout the process; and provide input and information for the work group • Community Planning & Development Staff: Provide City Council updates; ground the work group in the Comprehensive Plan, Downtown Strategy, etc.; provide internal/external communication; record and synthesize information; and provide strategy and action recommendations to City Council on which actions the City can take lead in implementing • Office of Performance and Innovation Staff: Provide process design; conduct confidential stakeholder interviews; select the community work group; and design and facilitate meetings, workshops, and other events
<p>PROJECT CONTACTS</p>	<p>Amy Buckler, Downtown Programs Manager (Project Manager) Community Planning and Development (360) 570-5847 abuckler@ci.olympia.wa.us</p> <p>Stacey Ray, Office of Performance and Innovation (Project Consultant) Administrative Services (306) 753-8046 sray@ci.olympia.wa.us</p>

Developing A Long Term Response to Homelessness

The City of Olympia will convene a community process to develop long-term, sustainable strategies and actions for how to address homelessness. Visit our webpage and sign-up for our e-newsletter at olympiawa.gov/subscribe to learn more, and stay engaged in this important work.

olympiawa.gov/homelessness

Our Purpose: To identify how to effectively respond to homelessness and its impacts on Olympia.



An Immediate Response to Homelessness

During the process to develop long-term, strategies, we will need to continue to respond to the immediate impacts of homelessness. Listed below are current actions underway:

- Expanded Downtown Walking Patrol
- Hired Homeless Response Coordinator
- Launched New Mobile Mental Health Provider through OPD - Community Response Unit
- Partnered with Providers in our community to move to 24/7 Shelter System
- Plum Street Village opening in Feb 2019
- Implementing Familiar Faces program
- Implemented Fire Department Downtown Aid Unit
- Hired Home Fund Program Manager
- and more...

* Indicates a milestone in the process



PBIA Advisory Board

Briefing on PBIA Ordinance and Bylaws

Agenda Date: 3/6/2019
Agenda Item Number: 6.E
File Number: 19-0145

Type: report **Version:** 1 **Status:** In Committee

Title

Briefing on PBIA Ordinance and Bylaws

Report

Issue:

Discussion to establish a scope of potential changes to the PBIA Ordinance and Bylaws

Staff Contact:

Amy Buckler, Downtown Programs Manager, 360.570.5847, abuckler@ci.olympia.wa.us

Presenter(s):

Amy Buckler

Background and Analysis:

The PBIA's 2018 Work Plan includes the following two actions:

2.1 Provide input re: potential update to PBIA Ordinance

PBIA Role: Provide input to City Council re: the scope of necessary changes, and potentially make more specific recommendations if requested by Council

Deliverable: Input to staff & Council

Staff suggested scope of changes:

- **Program descriptions:** Review, simplify
- **Levy:** Simplify, review rates
 - Would less variables make assessments easier to implement?
 - Assess businesses or property owners?
 - What do other cities do?
- **Board make-up:**
 - 15 board members - difficult to sustain
 - Owner/employee board members
- **Provisions for communication with non-English speaking ratepayers**
- **Commencement of assessments:** Review

2.2 Review & update PBIA Bylaws

PBIA Role: Scope, consider and adopt potential changes to PBIA bylaws

Deliverable: Updated bylaws

Staff suggested scope of changes:

- **Office of record** (Article 3)
 - Remove this provision
- **Management** (Article 8)
 - Consider changing provision that Board membership be proportional to number of businesses in each zone
- **Elections** (Article 10)
 - Remove Ballots mailed - difficult to implement
 - Remove Chair and Vice Chair elected at annual meeting
 - Remove Officers elected by secret ballot
- **Meetings** (Article 12)
 - Remove specific dates: Annual ratepayer meeting held in June. Annual Board meeting in January. Nomination committee form in September
 - Notice of member meetings delivered by mail
 - Ratepayer quorum and action
- **Update for consistency with any changes to ordinance**

Staff will provide an overview of suggested changes, and then open for discussion of other ideas. The aim is to provide a scope of changes to the Council's General Government Committee in May.

Ultimately, the City Council has the authority to make changes to the ordinance, and the PBIA Board has the authority to make changes to its bylaws.

Neighborhood/Community Interests (if known):

N/A

Options:

Briefing and discussion only.

Financial Impact:

Included in CP&D's base budget.

Attachments:

[Link to Ordinance](#)

[Link to Bylaws](#)