



# Meeting Agenda

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
360.570.5847

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Thursday, August 9, 2018

6:00 PM

Council Chambers

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### 1. CALL TO ORDER

#### 1.A ROLL CALL

#### 2. APPROVAL OF AGENDA

#### 3. APPROVAL OF MINUTES

#### 3.A 18-0751 Approval of July 12, 2018 PBIA Meeting Minutes

Attachments: Minutes

#### 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 18-0651 Proposal for Welcoming New Residents

#### 6.B 18-0746 Economic Development Update

Attachments: Economic Development Update Powerpoint

#### 6.C 18-0748 Briefing on PBIA Ordinance and Bylaws

#### 6.D 18-0749 2019 Budget Planning

#### 6.E 18-0750 Discussion of Annual Meeting

#### 6.F 18-0747 Vote to Fill Board Vacancies

#### 7. REPORTS

**8. OTHER TOPICS****8.A** 18-0653 Round Table Discussion**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.*



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

**PBIA Advisory Board**  
**Approval of July 12, 2018 PBIA Meeting**  
**Minutes**

**Agenda Date: 8/9/2018**  
**Agenda Item Number: 3.A**  
**File Number: 18-0751**

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

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**Title**  
Approval of July 12, 2018 PBIA Meeting Minutes

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## Meeting Minutes - Draft

### PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
360.570.5847

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**Thursday, July 12, 2018**

**6:00 PM**

**Council Chambers**

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**1. CALL TO ORDER**

Chair Ruse called the meeting to order at 6:00 p.m.

**1.A ROLL CALL**

**Present:** 8 - Chair Danielle Ruse, Boardmember Mary Corso, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Lyndsay Galariada, Boardmember Sandra Hall, Boardmember Kimberly Murillo and Boardmember David Rauh

**Excused:** 1 - Boardmember Nathan Rocker

**Absent:** 2 - Vice Chair Jeffrey Barrett and Boardmember Jeffrey Trinin

**OTHERS PRESENT**

City Council Liaison, Lisa Parshely  
Staff Liaison, Amy Buckler  
Parking Program Analyst, Max DeJarnatt  
Public Works, Andy Haub

**2. APPROVAL OF AGENDA**

The agenda was approved.

**3. APPROVAL OF MINUTES**

**3.A** 18-0658 Approval of PBIA June 14, 2018 Meeting Minutes

The meeting minutes were approved.

**4. PUBLIC COMMENT-NONE**

**5. ANNOUNCEMENTS-NONE**

**6. BUSINESS ITEMS**

**6.A** 18-0649 Sea Level Rise Response Planning - Update

Mr. Haub provided a handout and gave an update on the Sea Level Rise Response planning.

**The report was received.**

**6.B**     18-0628           Briefing on Draft Parking Strategy

Mr. DeJarnatt gave an update on the draft parking strategy survey.

**The report was received.**

**6.C**     18-0651           Proposal for Welcoming New Residents

**The report was tabled for the next meeting.**

**6.D**     18-0650           Briefing on Emergency Housing Ordinance

Ms. Buckler provided a handout and gave an update on the Emergency Housing Ordinance that was signed by City Council on May 8, 2018.

**The report was received.**

**6.E**     18-0652           Vote to Fill Board Vacancies

**Boardmember Corso moved, seconded by Boardmember Rauh, to approve Jeremy Williamson to fill a seat vacated by resignation with a term ending December 31, 2019. The motion carried by the following vote:**

**Aye:**       8 - Chair Ruse, Boardmember Corso, Boardmember David, Boardmember Dean, Boardmember Galariada, Boardmember Hall, Boardmember Murillo and Boardmember Rauh

**Excused:**  1 - Boardmember Rocker

**Absent:**    2 - Vice Chair Barrett and Boardmember Trinin

**6.F**     18-0654           Discussion of Potentially Moving PBI Meeting Day

**Boardmember Rauh moved, seconded by Boardmember Galariada, to change PBI's regular meeting date to the first Wednesday of the month beginning in October 2018. The motion carried by the following vote:**

**Aye:**       9 - Chair Ruse, Boardmember Corso, Boardmember David, Boardmember Dean, Boardmember Galariada, Boardmember Hall, Boardmember Murillo, Boardmember Rauh and Williamson

**Excused:**  1 - Boardmember Rocker

**Absent:**    2 - Vice Chair Barrett and Boardmember Trinin

**7.       REPORTS**

Chair Ruse encouraged attendance to an upcoming City Council meeting.

**8. OTHER TOPICS**

**8.A** 18-0653 Round Table Discussion: 2019 Budget Ideas

The Board discussed budget items for 2019.

**9. ADJOURNMENT**

The meeting was adjourned at 8:18 p.m.

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## PBIA Advisory Board

### Proposal for Welcoming New Residents

**Agenda Date:** 8/9/2018  
**Agenda Item Number:** 6.A  
**File Number:** 18-0651

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

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**Title**

Proposal for Welcoming New Residents

**Report**

**Issue:**

(Oral Report) Proposal for how the City and PBIA can best welcome new downtown residents

**Staff Contact:**

Amy Buckler, Downtown Programs Manager, [abuckler@ci.olympia.wa.us](mailto:abuckler@ci.olympia.wa.us)  
<<mailto:abuckler@ci.olympia.wa.us>>, 360-570-5847

**Presenter(s):**

Danielle Ruse, Chair

**Background and Analysis:**

In June, the Board discussed what type of "welcome packet" they would like to provide to new downtown residents. Tim Kenney from the Downtown Neighborhood Association joined the discussion. It was decided that Tim, Chair Danielle Ruse and Boardmember Mary Corso would meet to discuss options and then present a proposal to the Board at the July meeting.

The PBIA's 2018 Work Plan includes the following item:

**Provide a welcome packet to new downtown residents**

**PBIA Role:** Work with staff to identify materials for the welcome packet. Work with downtown businesses to include coupons, etc. Determine how the welcome packets are to be distributed

**Deliverable:** A packet of information to welcome residents to downtown.

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

The Downtown Neighborhood Association has an interest in this

**Options:**

Discussion only

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

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**Financial Impact:**

The PBIA has set aside \$2,000 for Communications/welcome efforts in 2018.

**Attachments:**

None



**PBIA Advisory Board**  
**Economic Development Update**

**Agenda Date: 8/9/2018**  
**Agenda Item Number: 6.B**  
**File Number: 18-0746**

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

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**Title**

Economic Development Update

**Recommended Action**

**Committee Recommendation:**

Report/Briefing only; no action requested.

**City Manager Recommendation:**

Briefing only; no action requested.

**Report**

**Issue:**

Whether to receive an oral report on economic development in Olympia.

**Staff Contact:**

Mike Reid, Economic Development Director, Community Planning and Development 360.753.8591

**Presenter:**

Mike Reid, Economic Development Director

**Background and Analysis:**

Economic Development Director Mike Reid will provide an introduction and give an overview of current economic development initiatives in Olympia. Topics will include the downtown development, the County Courthouse effort, Opportunity Zones, and the Creative District designation.

**Attachments:**

None

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# Economic Development Update

[olympiawa.gov](http://olympiawa.gov)

# Economic Development Update

- Data/Statistics
- Signature Projects
- Programs and Designations



## **Data/Statistics**

- Demographics
- Retail Sales Tax
- B&O Tax
- Permitting activity

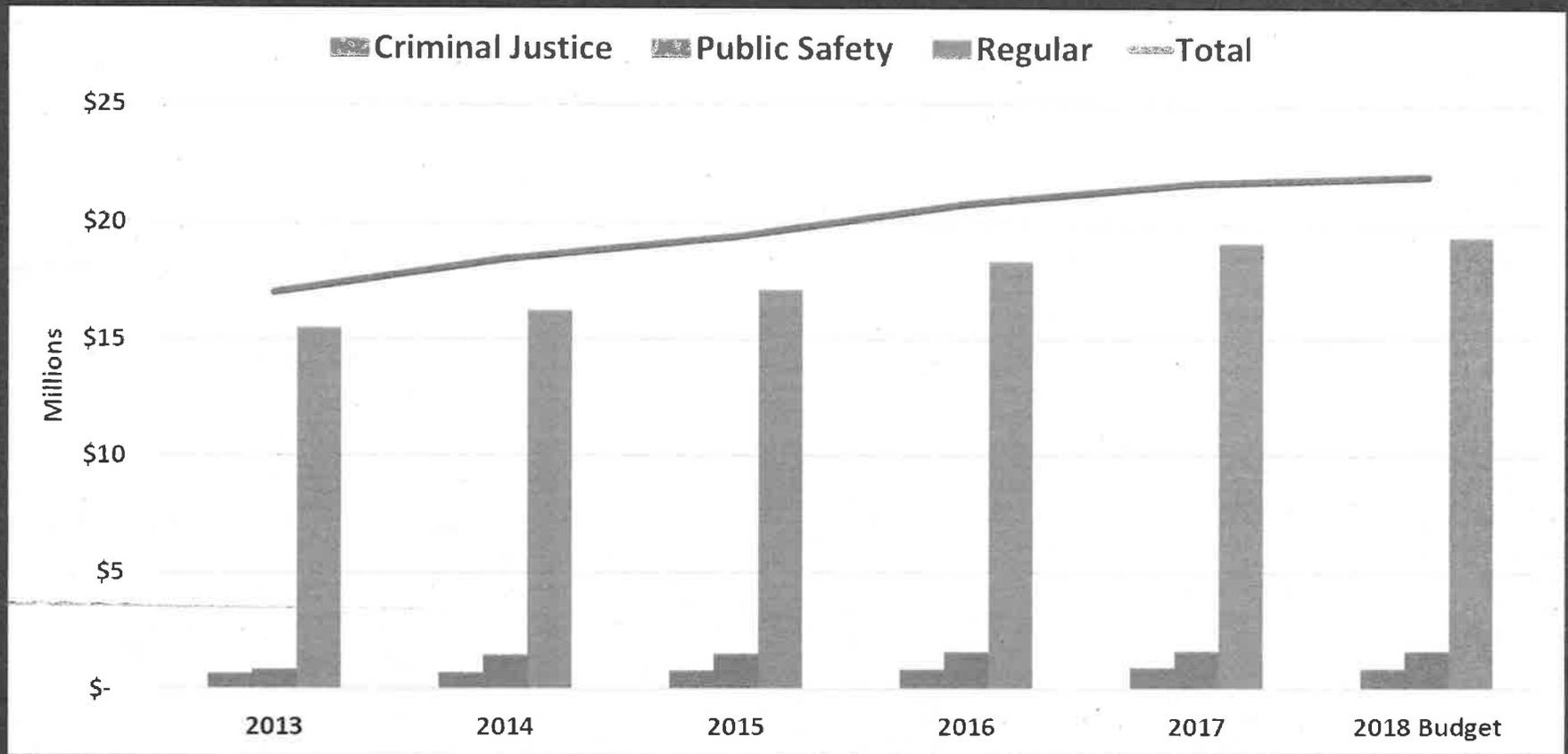


# Demographics

## City of Olympia: 52,160

- Percentage of county population: 18.8%
- Total Jobs 2014 estimate: 53,345
- Percentage of total jobs in Thurston County: 39.8%
- Working age 18-64: 30,955 (67%)
- Jobs per person of working age: 1.72
- Taxable Retail Sales, 2016: \$2,094,838,734
- Percentage of total County taxable retail sales: 42.65%

# Retail Sales Tax



## Retail Sales Tax

Year	Total (excludes levy)	Increase	Increase rate
2017	\$19,169,709	\$807,850	4.40%
2016	\$18,361,859	\$1,226,321	7.16%
2015	\$17,135,538	\$865,412	5.32%
2014	\$16,270,126	\$756,608	4.88%
2013	\$15,513,518		

# Business and Occupation Tax

	Tax Rate	2016		2017		Variance: 2016 to 2017	
		Tax Reported	# Taxpayers	Tax Reported	# Taxpayers	Tax Reported	Number of Taxpayers
Manufacturing	0.001	\$ 65,762	40	\$ 114,603	56	74.3%	40.0%
Printing & Publishing	0.001	34,007	29	15,649	41	-54.0%	41.4%
Retail Service	0.001	176,011	617	122,394	392	-30.5%	-36.5%
Retailing	0.001	1,764,711	1,949	1,884,429	2,051	6.8%	5.2%
Road Construction or Extraction	0.001	15,466	27	17,581	43	13.7%	59.3%
Service & Other Activity	0.002	3,127,196	1,687	3,230,087	1,781	3.3%	5.6%
Wholesaling	0.001	831,531	829	958,001	888	15.2%	7.1%
		\$ 6,014,684	5,178	\$ 6,342,744	5,252	5.5%	1.4%

# Building Permit Activity

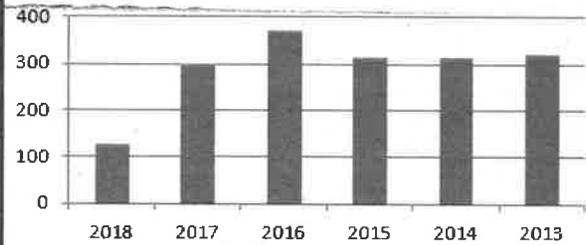
	<i>year to date</i>	<i>whole year</i>				
<b>Permits Issued</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
New Commercial	16	40	27	18	29	16
Commercial TI	70	156	128	155	118	143
Multi Family	18	10	11	14	13	13
Single Family	24	92	206	129	154	149
<b>Total</b>	<b>128</b>	<b>298</b>	<b>372</b>	<b>316</b>	<b>314</b>	<b>321</b>

<b>Valuation</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
New Commercial	\$ 49,604,314	\$ 51,337,040	\$ 63,423,395	\$ 41,361,499	\$ 19,508,042	\$ 5,945,923
Commercial TI	\$ 18,777,005	\$ 37,058,238	\$ 29,849,564	\$ 24,374,980	\$ 16,499,990	\$ 12,875,384
Multi Family	\$ 29,162,903	\$ 6,662,145	\$ 9,891,473	\$ 15,532,346	\$ 23,054,444	\$ 31,459,568
Single Family	\$ 7,421,464	\$ 23,168,064	\$ 46,760,742	\$ 32,354,345	\$ 38,911,210	\$ 37,088,571
<b>Total</b>	<b>\$ 104,965,686</b>	<b>\$ 118,225,487</b>	<b>\$ 149,925,174</b>	<b>\$ 113,623,170</b>	<b>\$ 97,973,686</b>	<b>\$ 87,369,446</b>

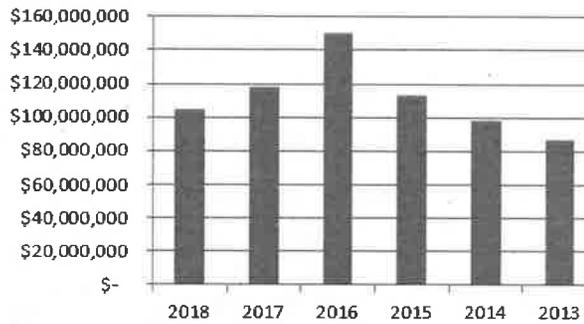
<b>Housing Units</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
Mixed Use	168	4	3	138	0	14
Multi Family	120	42	124	172	277	317
Single Family	24	92	206	129	154	149
<b>Total</b>	<b>312</b>	<b>138</b>	<b>333</b>	<b>439</b>	<b>431</b>	<b>480</b>

# Building Permit Activity

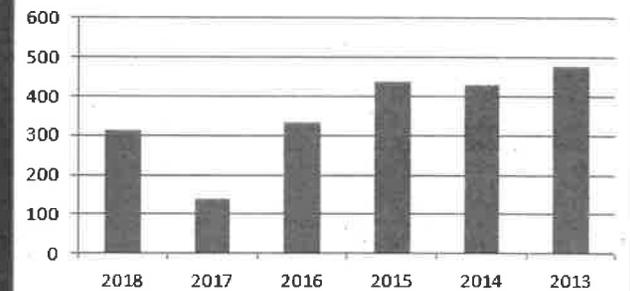
## Building Permits Issued



## Project Valuation

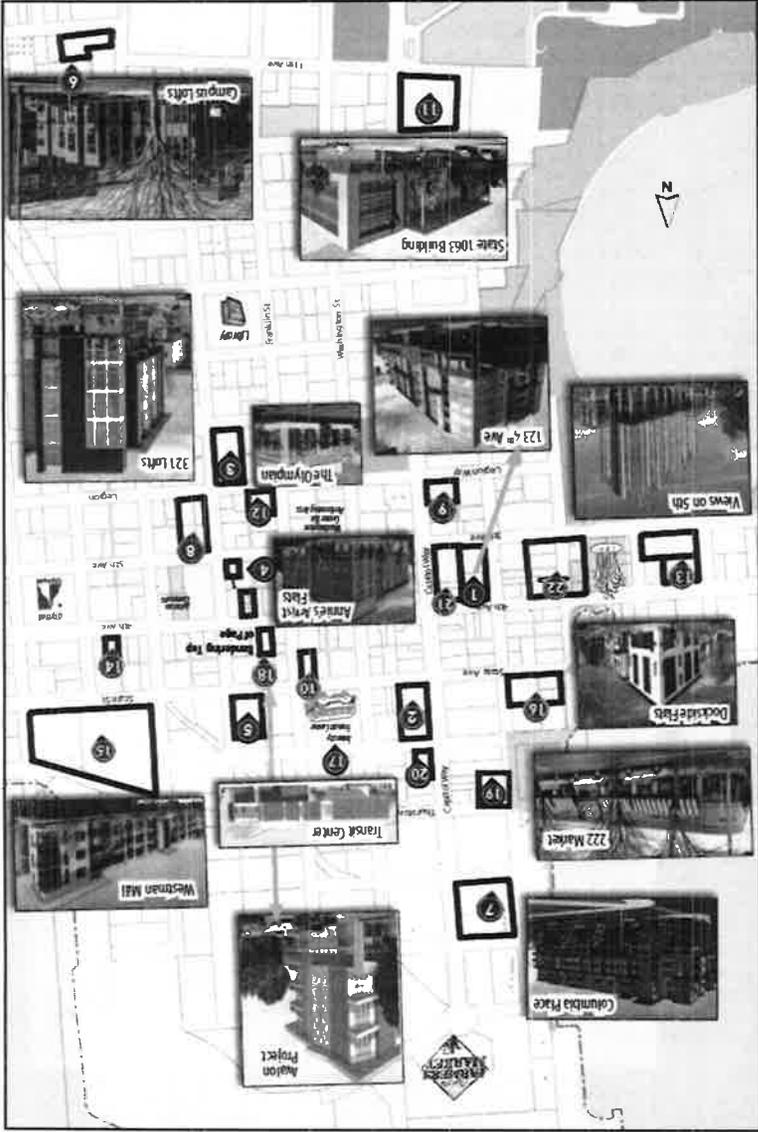


## Permitted Housing Units



# Signature Projects

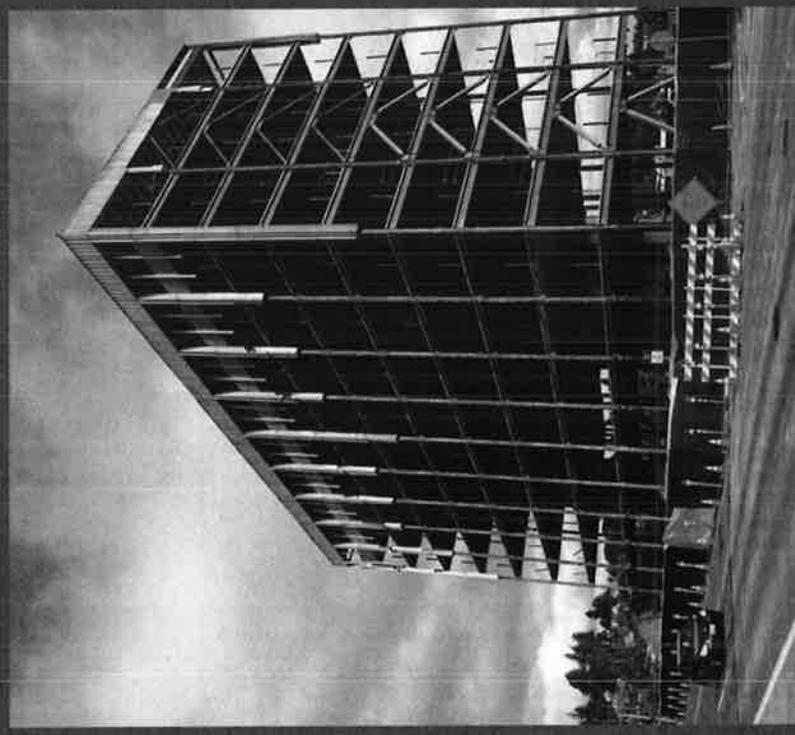
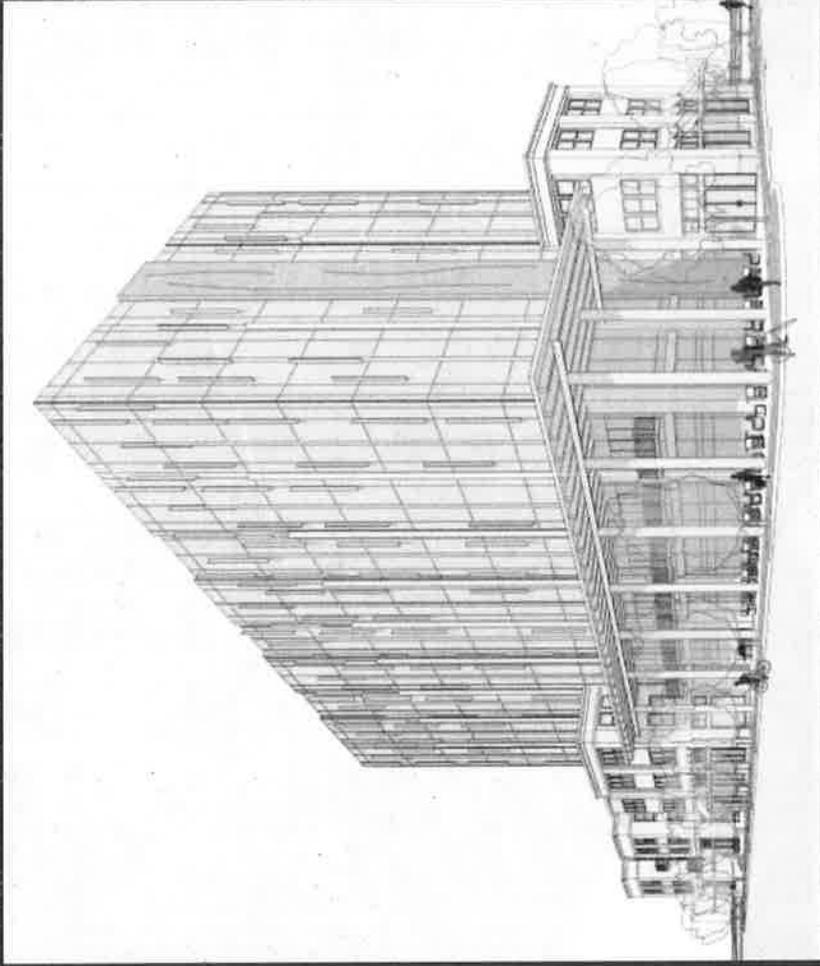
- Annie Artist Flats
- Columbia Place
- The Percival Condominiums
- Views on Fifth
- Westman Mill
- Laurana (Dockside Flats )
- Intercity Transit Center



# Signature Projects



# Signature Projects



# Signature Projects



## Thurston County Courthouse

- Thurston County hired a project coordinator
- Completed first round of site evaluations
- Narrowed to 3 perspective sites
- Courthouse = Full County Administrative offices



# Programs

- Downtown Programs
  - Ambassadors, Clean Team, Liaison Homeless Response, Walking Patrol
- ScaleUp Scholarships
- Grow Olympia Fund



# Designations

- Washington Arts Commission – Creative District
- Opportunity Zone





[olympiawa.gov](http://olympiawa.gov)

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## PBIA Advisory Board

### Briefing on PBIA Ordinance and Bylaws

**Agenda Date:** 8/9/2018  
**Agenda Item Number:** 6.C  
**File Number:** 18-0748

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

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**Title**

Briefing on PBIA Ordinance and Bylaws

**Report**

**Issue:**

First 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

**2.2 Review & update PBIA Bylaws**

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

**Deliverable:** Updated bylaws

Staff will provide an overview of potential changes that should be considered, and then open for discussion of other ideas. There will be more opportunity to discuss the scope of changes at future meetings. 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](#)



## PBIA Advisory Board 2019 Budget Planning

**Agenda Date:** 8/9/2018  
**Agenda Item Number:** 6.D  
**File Number:** 18-0749

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

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**Title**

2019 Budget Planning

**Report**

**Issue:**

Discussion of Priorities for 2019 Budget

**Staff Contact:**

Amy Buckler, Downtown Programs Manager, 360.570.5847

**Presenter(s):**

Jeff Barrett, Vice Chair  
Danielle Ruse, Chair  
Amy Buckler

**Background and Analysis:**

The Board brainstormed ideas for the 2019 Budget at the last meeting. There are not enough funds to do everything. Tonight the Board will identify priorities from this list to be further fleshed out.

- Flower Baskets
- ODA Marketing Partnership
- Art, banners, flags, historic photos in windows
- Holiday lighting
- Event sponsorships
  - structured, tiered sponsorships packages
  - open application period
  - define how PBIA is recognized
  - need to research guidelines: can we sponsor events that people have to pay for?
- Cigarette butt collectors
- Equipment library (for pressure washing, ladders, tools)
- More cleaning
- Parking contribution: Free bus pass program
- Mural protection (Do we need to reapply mural protection to previously installed murals?)

- Plan to wean off paying so much for Ambassador program (can PBIA logo be placed on Ambassador/Clean Team shirts)
- Broken window fund

### Budget Process

A primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan and budget. The City Council has a role to review and adopt both. The Board develops a recommended budget first, followed by a work plan that may include additional items not associated with the budget such as informational briefings.

The PBIA Chair and Vice Chair have developed the following timeline for the PBIA's upcoming budget discussions. The intent is to provide the Board time to develop ideas and include time for staff to respond to proposed concepts between meetings should questions arise.

June 14 - Description of the process, review of current budget

July 12 - Brainstorm ideas/priorities, what we wanted to fund this year but didn't

Aug 9 - Strategic Planning Session, identify proposals

Sept 13 - Strategic Planning Session, Flesh out proposals

Oct 11 - Strategic Planning Session, Flesh out proposals (*if needed*) or Final Recommendation

Nov 9 - Final Recommendation (*if needed*)

Nov - Chair presents recommended budget to General Government and/or City Council

Dec - City Council adopts PBIA budget as part of operating budget

PBIA funds are based on the total assessment of ratepayers and are limited. The total assessment averages about \$115,000/year. The City's Finance Director reports that uncollected assessments have been close to \$15,000 in recent years. Therefore, staff is recommending setting the budget at \$100,000 for 2019.

The recommended work plan is due in February. The work plan is informed by the budget, but is broader in scope. It comprises how PBIA meeting time will be used, the role and commitment of PBIA board members, the deliverable, timing and budget implications. Having a work plan helps to ensure focus, transparency and proactive consideration of the needed resources to carry out each initiative.

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

PBIA Ratepayers

### **Options:**

Discussion only

### **Financial Impact:**

PBIA's anticipated 2019 budget is \$100,000

**Attachments:**

None

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**PBIA Advisory Board**  
**Discussion of Annual Meeting**

**Agenda Date: 8/9/2018**  
**Agenda Item Number: 6.E**  
**File Number: 18-0750**

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

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**Title**

Discussion of Annual Meeting

**Report**

**Issue:**

Discussion of Annual Meeting

**Staff Contact:**

Amy Buckler, Downtown Programs Manager, 360.570.5847

**Presenter(s):**

Amy Buckler

**Background and Analysis:**

The PBIA Bylaws require the board to host an annual meeting for PBIA members. Traditionally, the Board has hosted a special dinner meeting in the Fall. A survey of ratepayers in late 2017, however, revealed that the best season for such an event would be during the first quarter of the year when business is slower. Therefore, the PBIA leadership team and staff recommend the regular board meeting in September be advertised as the 2018 annual meeting, and that the Board host a larger event in Q1 of 2019.

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

N/A

**Options:**

Discussion only.

**Financial Impact:**

N/A

**Attachments:**

N/A

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## PBIA Advisory Board

### Vote to Fill Board Vacancies

**Agenda Date:** 8/9/2018  
**Agenda Item Number:** 6.F  
**File Number:** 18-0747

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

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#### **Title**

Vote to Fill Board Vacancies

#### **Report**

##### **Issue:**

Whether to appoint a new board member to fill a seat vacated by resignation

#### **Staff Contact:**

Amy Buckler, Downtown Programs Manager, [abuckler@ci.olympia.wa.us](mailto:abuckler@ci.olympia.wa.us)  
<<mailto:abuckler@ci.olympia.wa.us>>, 360-570-5499

#### **Presenter(s):**

Danielle Ruse, PBIA Chair  
Amy Buckler

#### **Background and Analysis:**

In June, the Board discussed potentially appointing new board members to fill vacated seats. The Board agreed to gather nomination forms from interested business owners or their employee representatives.

At the July meeting, the Board appointed Jeremy Williamson from Olympia Coffee Roasters to fill a vacated seat ending 12/31/2019. An additional nomination to fill a vacated seat ending 12/31/2020 may be considered at this meeting. The completed nomination form is still pending.

#### **BACKGROUND**

3.62.130 of the City ordinance regarding the PBIA states, "the Board shall consist of an odd number totaling at least 15 member representatives of Ratepayers." Currently, there are 11 members seated on the board. Previously this year, the Board opted to put off filling all the empty seats due to the historic difficulty of keeping 15 seats filled and the upcoming work plan opportunity to change the required number in the ordinance.

All four empty seats were vacated by resignation, which means a majority of the seated members may vote to appoint a new person to fill the seat.

Bylaws, Section 10.02.03: Any vacancy occurring in any office of the PBIA for reason of death, resignation, or removal shall be filled promptly by a majority vote of the Advisory Board. The person so elected shall serve during the unexpired term of the Advisory Board member whose position has become vacant.

**ADDITIONAL INFO**

- Any ratepayer in good standing may be nominated.
- Traditionally, businesses have been able to have an employee serve instead of the actual business owner. Staff's recommendation is to follow this tradition. If the Board wants to discuss potentially limiting this in some way in the future, it can be discussed as part of updating the Ordinance and Bylaws.
- Boardmembers should represent a diversity of business classifications, interests, and viewpoints.
- Consider what zone nominees are in. We need a mix. Currently most members are from Zone A.
- There is no limit to the number of terms a Board member can complete, as long as they are appointed or run for election each time.
- According to City Ordinance, the Board's duties include:
  - The annual development of a proposed work program with specific projects and budgets,
  - The recommendation of the same to the City Council for its consideration, and
  - Preparation of a plan for regular communication of PBIA projects and information to Ratepayers.

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

N/A

**Options:**

Following an oral nomination from the board member making the nomination, the Board will take a vote on whether to make the appointment.

**Financial Impact:**

N/A

**Attachments:**

None



**PBIA Advisory Board**  
**Round Table Discussion**

**Agenda Date: 8/9/2018**  
**Agenda Item Number: 8.A**  
**File Number: 18-0653**

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

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**Title**

Round Table Discussion

**Report**

**Issue:**

Board discussion of downtown issues

**Staff Contact:**

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

**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

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