

2018 Work Plan & Budget Development



PBIA Advisory Board
August 10, 2017
Amy Buckler, Staff Liaison

Vision for Downtown



- A vibrant, attractive urban destination
- A safe and welcoming Downtown for all
- A mix of urban housing options
- A variety of businesses
- Connections to our cultural & historic fabric
- Engaging arts & entertainment experiences



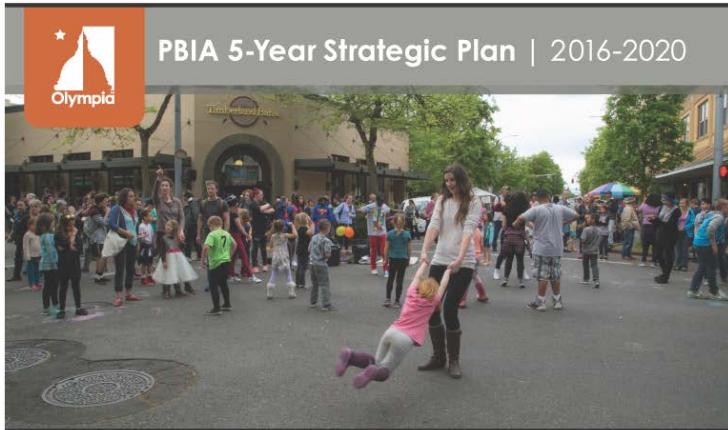
Downtown Retail Strategy Vision

as expressed in the Downtown Retail Strategy :

*A vibrant, dynamic business environment that
attracts people, activity and investment*



PBIA Mission



PBIA Mission

Five Program Areas:

1. Parking
2. Clean & Safe Initiatives
3. Beautification
4. Communications
5. Marketing

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 through its five program areas listed in the left column.

Through these five programs the PBIA envisions a Downtown that is:

- Clean & Safe
- A vibrant and welcoming community where visitors, residents and businesses can thrive together
- Working with its partners to ensure excellent services and outcomes as not only Olympia's Downtown but the Downtown for the entire region

The PBIA and its independently elected board are uniquely positioned to bridge the gap between the private business interests in Downtown and the City of Olympia. Through this plan, the PBIA seeks to enhance its relationship with the City and to provide a clearer framework for long-term investment in Downtown.

Over the past five years the PBIA rate payers have funded well over \$500,000 in revenue that has been invested directly in Downtown. The PBIA and its elected board are responsible for developing an annual budget recommendation for the Olympia City Council. It is the objective of this plan to provide policy direction for considering how to direct future investment of these funds in Downtown.

The Strategic Plan highlights the four committees that address the five program areas, consistent with the original ordinance authorizing the creation of the PBIA.

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.



Roles

PBIA

- Bylaws say the Board shall form a recommended annual work plan with specific projects & budgets

City Council

- Adopt the annual work plan & budget

City Staff

- Support work plan development and communication with Council



Schedule

- Aug 10 – PBIA meeting
- Sept – Ratepayer survey
- **Sept 12 or 14 – PBIA Retreat**
- Sept 27 – Annual Ratepayer Meeting
- **Oct 12 – PBIA meeting**
- **Nov 9 – PBIA meeting**
- Nov 22 – General Government Meeting
- Nov 28 – City Council Meeting
- Dec 12 – City Council Meeting

Work Plan Inputs

- Strategic Plan
- Board priorities
- Ratepayer survey
- Downtown Parking Strategy
- Downtown Retail Strategy
- Potential partnership with ODA on key initiatives





Strategic Plan Restructuring

Restructure so that provides more clear direction for:

- Funding, work plan decisions
- Ratepayer communication

What restructuring means:

- Clarify main program goals
- Connect to the bigger vision
- Clarify roles
- Less focus on committees – more focus on program areas



PBIA Mission

Five Program Areas:

1. Parking
2. Clean & Safe Initiatives
3. Beautification
4. Communications
5. Marketing

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 through its five program areas listed in the left column.

Through these five programs the PBIA envisions a Downtown that is:

- Clean & Safe
- A vibrant and welcoming community where visitors, residents and businesses can thrive together
- Working with its partners to ensure excellent services and outcomes as not only Olympia's Downtown but the Downtown for the entire region

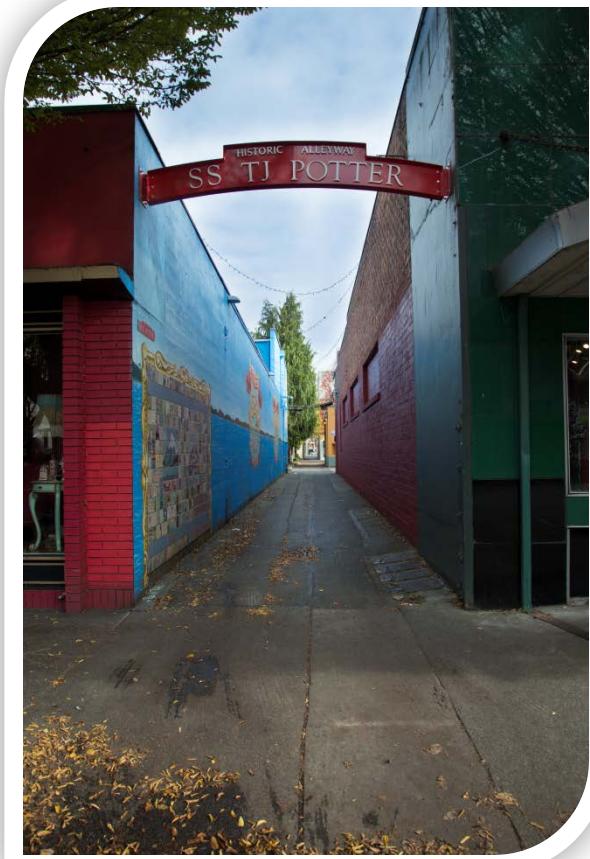
The PBIA and its independently elected board are uniquely positioned to bridge the gap between the private business interests in Downtown and the City of Olympia. Through this plan, the PBIA seeks to enhance its relationship with the City and to provide a clearer framework for long-term investment in Downtown.

Over the past five years the PBIA rate payers have funded well over \$500,000 in revenue that has been invested directly in Downtown. The PBIA and its elected board are responsible for developing an annual budget recommendation for the Olympia City Council. It is the objective of this plan to provide policy direction for considering how to direct future investment of these funds in Downtown.

The Strategic Plan highlights the four committees that address the five program areas, consistent with the original ordinance authorizing the creation of the PBIA.

What I would need

- A way to bounce ideas off you before the retreat:
 - Proposing (1) hour sub-committee meetings over the next month
 - Exercise to clarify program goals and tasks as currently outlined
- Focused participation
- A one-on-one meeting
- Set a date for the retreat tonight





Confirm Dates

Board Retreat:

- Tues, Sept 12, 8:00-10:00 am
- Tues, Sept 12, 6:00-8:00 pm
- Thurs, Sept 14, 6:00-8:00 pm
(or 5:00-7:00 pm)

Subcommittee Meetings

- See sheet





Annual Ratepayer Meeting

- Other than the fact the Bylaws call for this meeting, what is the purpose of this meeting?
- What happens at this meeting? Here are some ideas:
 - Give a report about who the PBIA is and what you do
 - Give a report about major successes in 2017
 - Give a presentation about the Olympia Downtown Retail Strategy – how this supports local businesses and a vibrant retail environment Downtown, and how PBIA actions can/do work in concert with it
 - Share feedback from the 2017 ratepayer survey, and gather additional feedback to help develop the 2018 PBIA Advisory Board Work Plan
 - Gather feedback about how the PBIA can improve communications with ratepayers in the coming year
 - *Other ideas?*



Annual Ratepayer Meeting

- Are there any specific messages important to provide to ratepayers at this meeting?
- Who from the Board can staff confer with about details for the event?
 - The Chair? The Leadership Team? The Communications Subcommittee?
- Confirm date for the meeting
 - Wed, Sept 27 from 6:00-8:00 pm
 - Or another date?



Ratepayer Survey

- Any changes to the following:
 - Purpose: Inform work plan
 - Participants: PBIA ratepayers
- What type of information do you want?
 - Are there specific issues do you want to receive input about?
 - Are there any questions from the 2016 survey that should/should not be asked again?
 - Do you want the Leadership Team to review the questions before they go out or do you authorize staff to move forward with the input received tonight?
- Are there any key messages you'd like to include in the introduction to the survey?
- Any changes to the following:
 - Timing: Aug 30-Sept 18
 - Length: 15-20 multiple choice and open-ended questions
 - Vehicle: Survey Monkey
 - Noticing: Email, postcards, send reminders



Nominating Committee

- Need 2-3 Board members to serve on committee
- Commitment
 - Identify ratepayers to stand for election in November (need at least 7)
 - October 12 – Report names to PBIA Board
 - *Optional* meeting to ensure clarity and coordination
- Must be ratepayers in good standing
- Members with terms expiring can run again
- Need a diversity of business types, interests and viewpoints
- Each zone should be represented
- Ballots will be mailed to ratepayers in November
- Nominees with majority number of votes are elected
- Terms start January 1, and are 3-years



Nominating Committee

- Volunteers?
- Who is the lead?
- How will you coordinate?
- Do you need to meet once with staff?

