



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, May 10, 2018

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A 18-0442 Approval of April 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 18-0441 Action Plan Briefing

Attachments: Action Plan web page
Annual Cycle

6.B 18-0427 PBIA Public Art Investment

Attachments: GC PBIA Banner Estimate

7. REPORTS

8. OTHER TOPICS

8.A 18-0351 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 April 12, 2018 PBIA Meeting
Minutes

Agenda Date: 5/10/2018
Agenda Item Number: 3.A
File Number: 18-0442

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

Title
Approval of April 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

Thursday, April 12, 2018

6:00 PM

Council Chambers

1. **CALL TO ORDER**

Chair Ruse called the meeting to order at 6:02 p.m.

1.A **ROLL CALL**

Present: 7 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Kimberly Murillo, Boardmember Nathan Rocker and Boardmember Jeffrey Trinin

Excused: 3 - Boardmember Mary Corso, Boardmember Lindsay Galariada and Boardmember David Rauh

Absent: 2 - Boardmember Sandra Hall and Boardmember Connie Phegley

OTHERS PRESENT

City of Olympia Staff:

Amy Buckler, Community Planning and Development Downtown Programs Manager

Mark Rentfrow, Community Planning and Development Downtown Liaison

Lisa Parshley, Councilmember

Angel Nava, Parks Arts and Recreation Program Specialist

Todd Cutts, Olympia Downtown Alliance Executive Director

2. **APPROVAL OF AGENDA**

The agenda was approved.

3. **APPROVAL OF MINUTES**

3.A 18-0365 Approval of March 8, 2018 PBIA Meeting Minutes

Chair Ruse noted that the incorrect Chair is referenced throughout the document. Chair Corso should read Boardmember Corso while Boardmember Ruse should read Chair Ruse.

Chair Ruse moved to amend the minutes, Boardmember Barrett seconded and the motion passed unanimously. The decision was approved as amended.

4. PUBLIC COMMENT - None**5. ANNOUNCEMENTS - None****6. BUSINESS ITEMS****6.A 18-0363 Update about ODA's Third Thursday Events and Discussion of 2018 Event Sponsorships**

Mr. Cutts presented the Olympia Downtown Alliance's Third Thursday sponsorship proposal.

Mr. Trinin moved to allocate \$1,500.00 to the Olympia Downtown Alliance for the 2018 event calendar, Ms. Murillo seconded. The motion passed with a vote of six in favor and one against.

6.B 18-0360 Update on Arts Walk 2018

Ms. Nava updated the Board on Arts Walk 2018.

The report was received.

6.C 18-0337 Clean Up for Arts Walk 2018

Mr. Rentfrow has arranged and will manage a focused Downtown volunteer community clean up the morning of Friday, April 27, 2018. The PBI is asked to help fund this cleanup effort in the amount of \$1,500.00.

Boardmember Rocker moved, seconded by Boardmember Dean, to allocate \$1,500.00 for Spring Volunteer Cleanup. The motion passed unanimously.

6.D 18-0361 Downtown Strategy Update

Ms. Buckler provided an update on the Downtown Strategy.

The report was received.

6.E 18-0352 Sanitation (Public Restroom) Master Plan Update

Ms. Buckler provided an update on the Sanitation (Public Restroom) Master Plan.

The report was received.

6.F 18-0362 Parking Pay-By-Phone and Online Services Update

Ms. Buckler provided information on the City's new Parking Pay-By-Phone and Online Services.

The report was received.

7. REPORTS

Boardmember Dean gave a report on the Marketing Committee.

Boardmember Barrett gave a report on attending the recent General Government Committee meeting.

8. OTHER TOPICS**8.A. 18-0351 Round Table Discussion**

The Board discussed results from the recent short survey sent to PBI ratepayers. Highlights of the discussion include:

- 96% response rate.
- Collect demographic information on the next survey.
- The information gained from the survey will be passed on to City Council.
- Send out a response to survey participants thanking them for participating in the survey.

Boardmember Murillo reported that the owners of Speakeasy Salon, Spa & Bistro are organizing a benefit fundraiser to assist in paying for broken windows at Burial Ground.

9. ADJOURNMENT

The meeting adjourned at 8:10 p.m.

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PBIA Advisory Board

Action Plan Briefing

Agenda Date: 5/10/2018
Agenda Item Number: 6.A
File Number: 18-0441

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

Title

Action Plan Briefing

Recommended Action

Information only; no action requested.

Report

Issue:

Members of the Parking Business and Improvement Area (PBIA) Advisory Board will receive a briefing on the Action Plan.

Staff Contact: Stacey Ray, Senior Planner, Administrative Services, 360.753.8046

Presenter(s): Stacey Ray, Senior Planner

Background and Analysis:

In 2014, City Council (Council) adopted a broad and ambitious Comprehensive Plan vision for our community, and shortly after accepted a new and strategic approach to achieving that vision called the Action Plan (Attachment 1). The Action Plan identifies strategies and actions for achieving the vision organized into five different action areas: Community, Safety & Health; Downtown; Economy; Environment; and Neighborhoods. The Plan also establishes 31 community indicators to help us track, share, and evaluate our progress in each of these action areas. All but two measures have data.

2018 is the first year in which the City can now use data from these indicators to inform priorities, work plans, and budgets. Attachment 2 shows how this can be accomplished through an annual cycle that emphasizes priorities, performance, and investments. This cycle combines the Action Plan annual cycle with the City's annual budget and capital facilities planning processes.

As highlighted in the cycle, the first quarter of each year is primarily for learning and engaging - reflecting on recent accomplishments and what the dashboard indicators tell us about progress toward the Comprehensive Plan's vision. It's also an opportunity to share the data and host community conversations to learn what citizens' interests and priorities are for 'moving the needle' on our indicators.

The second quarter is about confirming those priorities and preparing to enter into the budget process in the second half of the year. The budget will guide how we investment in moving our vision forward in 2019.

Neighborhood/Community Interests (if known):

This topic has widespread impact and interest among community members.

Options:

None; briefing only.

Financial Impact:

None; briefing only.

Attachments:

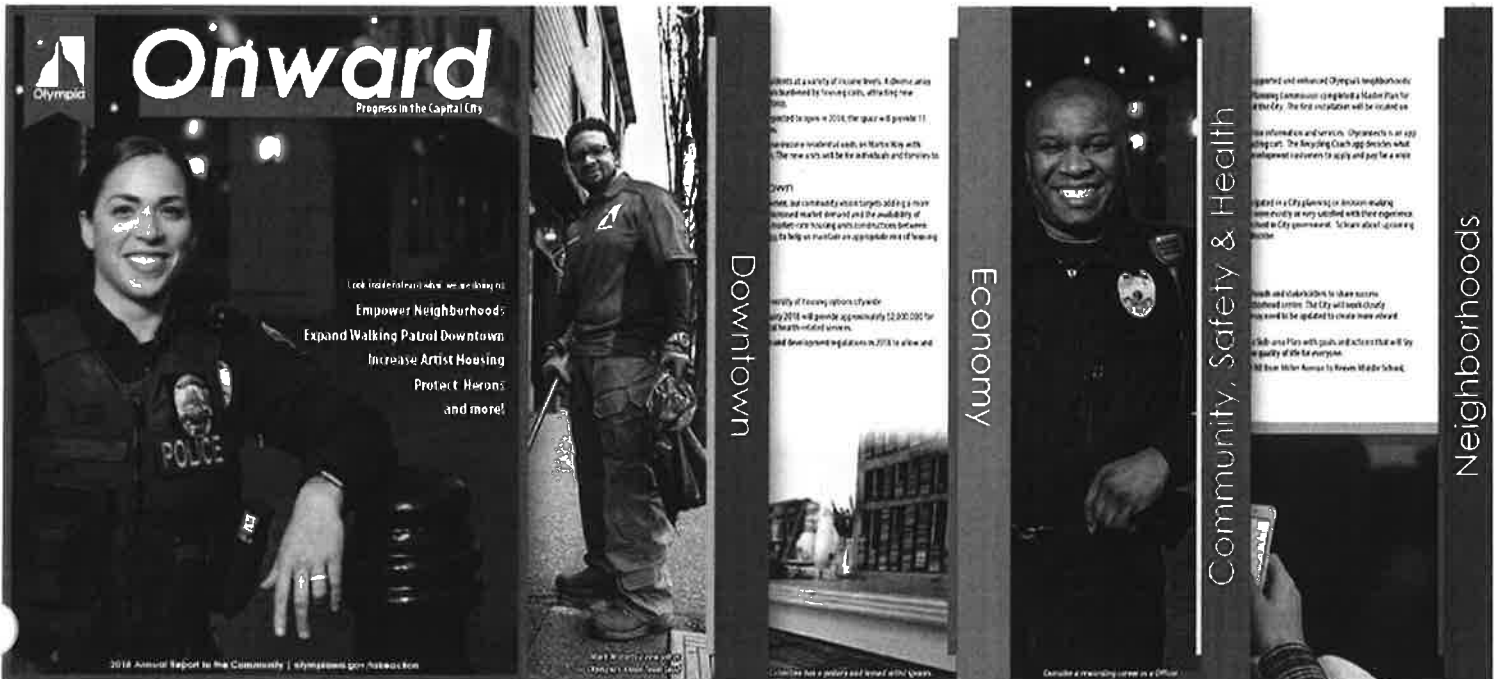
Action Plan (link to the City website)

Annual Cycle: Performance, Priorities, and Investments

Olympia's Action Plan Citizen Survey Results

Data for several of the community indicators was collected with a citizen survey completed in December 2017 by Elway Research, Inc. In addition to gathering indicator data, the survey also included questions to inform City service prioritization and engagement methods.

- [View the citizen survey results](#)



Olympia Onward!

The second Annual Report is available now. Olympia Onward tells the story of our commitment to making our community vision real. The Report highlights stories of success, priorities for the year, and community indicator data to track our progress.

 [Download the Annual Report](#)

What is the Action Plan?

In 2014, the Olympia City Council adopted a new and ambitious community vision to guide how we grow and develop over the next 20 years. We have taken that vision and identified five focus areas that help us organize, track and share our progress. For each of these five focus areas, we'll annually:

- Check our progress using the indicators on the Community Indicator Dashboard
- Engage in community-wide conversations on priorities, and
- Invest our time and money towards achieving our community vision

Focus Areas

 Community, Safety & Health

 Downtown

 Economy

 Environment

 Neighborhoods

Community Indicators

The Action Plan includes 31 community indicators to help us track and share our progress. The data will help us learn if our strategies and actions are effective.

If we aren't moving the needle on our indicators, we can adjust our priorities, or explore new partnerships to help us be more successful.

 Community Indicators Dashboard

Annual Update Process

Each year, City staff will update the Action Plan to include what has been accomplished and what actions we want to continue or start next.

 Annual Update Cycle

Questions?

Contact Stacey Ray at 360.753.8046 or takeaction@ci.olympia.wa.us

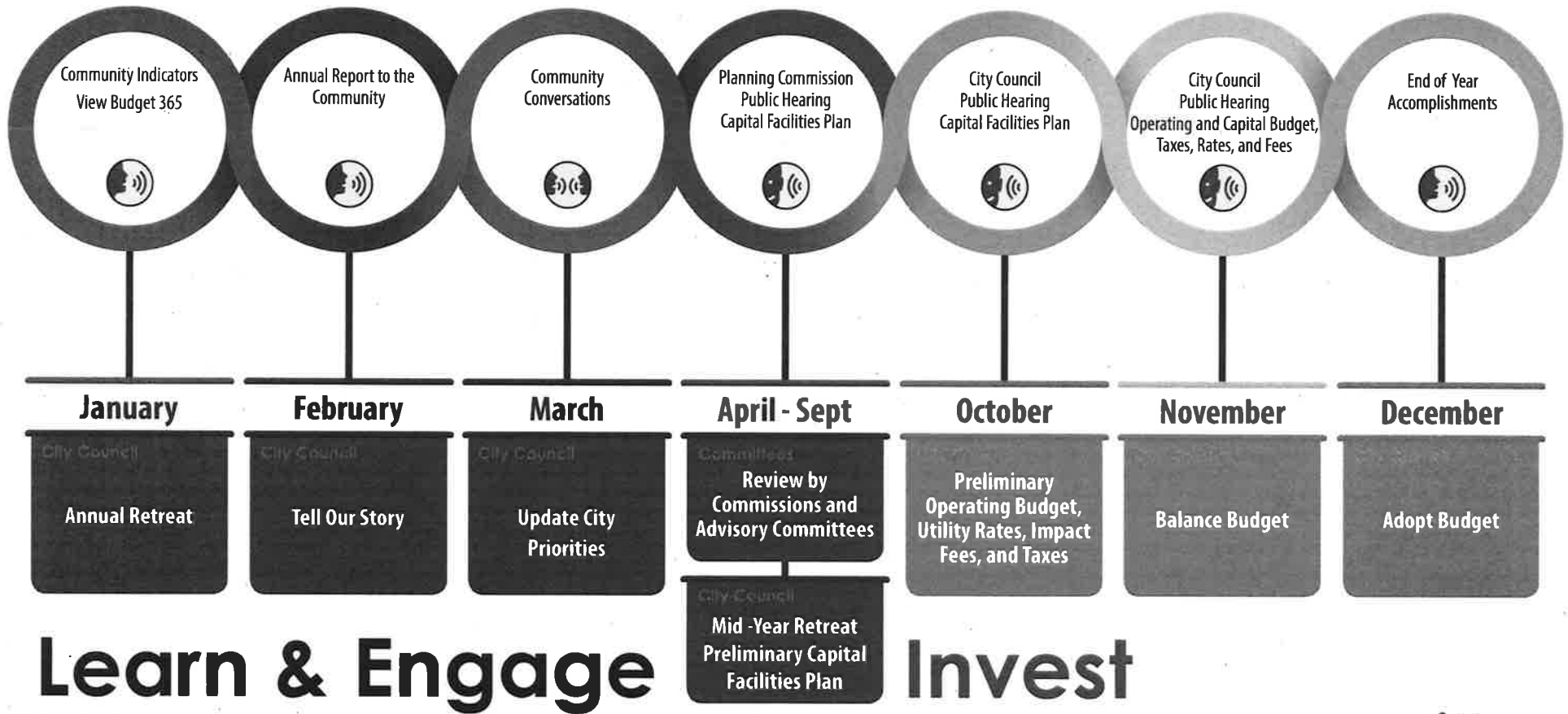
To stay updated on the Action Plan, sign-up for the [City Plans and Strategies email subscription](#).

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Priorities, Performance, and Investments | olympiawa.gov



Key

- Inform
- Involve
- Consult

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PBIA Advisory Board
PBIA Public Art Investment

Agenda Date: 5/10/2018
Agenda Item Number: 6.B
File Number: 18-0427

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

Title

PBIA Public Art Investment

Recommended Action

Move to discuss the direction of unspent funds toward the creation of a Public Art Investment

Report

Issue:

Whether to authorize staff to proceed with the creation of a concept and proposal for a Public Art Investment of Downtown hanging banners.

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Background and Analysis:

As part of the PBIA's 2018 work plan, the PBIA board identified a public art investment as one of their priorities. In November 2017 the General Government suggested they direct that investment toward new street banners. The PBIA had previously funded banners in 2010, and the last of these were recently removed to make way for new 2018 Arts Walk promotional banners. As part of Olympia's Downtown Strategy, Character Areas were identified as a defining element that helps to create and increase community vibrancy. Downtown Banners promoting the identified downtown character areas would be a reasonable investment for the PBIA which furthers the City's goal of community cohesion and downtown vibrancy

Neighborhood/Community Interests (if known):

The downtown business and residential community has expressed support in the past for downtown banners.

Options:

Following discussion about the Board's objectives for their 2018 art investment

1. Guide staff to develop a proposed design and implementation plan for new street banners.

2. Recommend other Public Art Investment options
3. Do Nothing

Financial Impact:

The PBIA's 2018 budget estimates between 10k and 30k for a public art investment to be made using previously approved unspent funds.

Attachments:

Recent estimate from Graphic Communications for 30 hanging banners based one the original 2010 PBIA banner purchase



109 Columbia St NW
 Olympia, WA 98501
 gc@gcprint.com

Estimate

No: **28803**

Date: 4/30/18

Customer PO:

Customer No: 4569

Ship To:

Mark Retnfrow
 City Of Olympia/PBIA
 601 4th th Ave E
 Olympia WA 98501
 Phone: 570-3798
 E-Mail: mrentfro@ci.olympia.wa.us

Quantity	Description	Amount
30	Double Sided Banners (Fold-Over Style) - 30" x 84" - on 15 oz Matte Color Span Scrim Vynl. Includes hemming and pole pockets top and bottom. Shipping	\$ 6,210.00 \$ 75.00
The estimate are quoted on the information given to us Digital files must run as provided. Changes or problem files may result in additional charges. Ship Via: Will Call Wanted: Sat 5/5/18 Banners - 30" x 84"		SUBTOTAL \$ 6,285.00 TAX \$ 553.08 SHIPPING \$ 0.00 TOTAL \$ 6,838.08 AMOUNT DUE \$ 6,838.08

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PBIA Advisory Board
Round Table Discussion

Agenda Date: 5/17/2018
Agenda Item Number: 8.A
File Number: 18-0351

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

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:

Additional time will be devoted to this month's roundtable. Both Colin DeForrest, the City's new Homeless Response Coordinator and Lieutenant Sam Costello of the Olympia Police Department will be present for the conversation.

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