



Stakeholder Work Group

Roles/Tasks:

- Provide thoughtful insights, perspectives and ideas to staff & consultants during the public process and development of downtown strategy
- Meet once a month at stakeholder work group meetings, which are open to the public
- Receive, discuss, and respond to information and analysis presented
- Bring your community and downtown stakeholder perspective to the discussion of viable alternatives, creative solutions and scenarios
- Help develop the strategy, and help engage others in the process
- In addition, work group members are *encouraged* to participate in other public meetings related to formation of the Downtown Strategy during 2015-16:
 - Hosting table discussions when we have large public meetings
 - Listening, observing and comprehending the comments, tone and themes that arise at public meetings, so that work group members, staff and consultants can have a robust discussion about the key outcomes, what worked well and what could have been improved from a participants point of view
 - Being an information resource to the Planning Commission and City Council during their review of the final draft strategy
- No formal decision-making role

Characteristics:

- Represent perspectives of key downtown stakeholders and broader community
- Have a high degree of commitment and knowledge of issues related to downtown
- Understand of 'realities' relative to vision
- Good communication skills and ability to work well with others
- Ability to bring new views and information to the work group
- Reliable attendance

Overall...

- Include some fresh faces and perspectives – more than just the usual groups or people who always participate
- Try to include someone who can represent the opinions of people who **don't like** coming downtown, but might if certain thing(s) changed

Level of Commitment:

- The Stakeholder Work Group will meet once a month - October 2015 through July 2016
- The first 'meeting' will be a social mixer on Friday, October 23, in the evening (time TBD)
- Other meetings will be held the first Wednesday evening of the month, (time TBD)
- Meetings will last for 1.5-2 hours each, and will most often occur at Olympia City Hall



- Work group members are encouraged, but not required, to participate in the four public workshops planned, or other smaller public meetings that may occur, during strategy formation (Public participation details will be announced in mid-October.)

Estimated Dates/# of Meetings (*assuming December is cancelled; subject to change*):

1. **Oct 23, 2015** – Mixer
2. **Nov 4**– Prep for WK #1
3. **Jan 6**– Prep for WK #2
4. **Feb 3**– Prep for WK #2
5. **March 2**– Prep for WK #3
6. **April 6**– Prep for WK #3
7. **May 4**- Prep for WK #3
8. **June 1**- Prep for WK #4
9. **July 6**- Prep for WK #4

Make-up of Stakeholder Work Group:

- A maximum of 15 people. (*This group will be more effective if kept to a manageable number of people.*)
- Potential make-up:
 1. An Olympia Planning Commission (OPC) member
 2. A business owner, selected by Parking Business & Improvement Area (PBIA)
 3. A business or property owner, selected by Olympia Downtown Association (ODA)
 4. A downtown resident, selected by Downtown Neighborhood Association (DNA)
 5. A citizen-at-large selected by the Coalition of Neighborhoods (CNA)
 6. Representative from Sustainable South Sound (suggested environmental group)
 7. Representative from Economic Development Council
 8. Representative from the Port of Olympia
 9. Representative from Thurston County Realtors Association

Members 10-15 will be selected by staff & consultants, and comprise:

- Knowledge of transit/mobility issues
- Understanding of homeless, shelter, low income housing system or street dependency issues in general
- An artist who lives or works downtown
- A Downtown employee
- Citizens at large



Selection of individuals:

- Individuals from specific groups (# 1-9) will be selected from within their group
- Other individuals (i.e., #'s 10-15) will be selected by staff & consultants based on their expertise, downtown/community perspective and ability to work well with others

Other info:

- ASAP, City to send informal email notice to established groups & individuals with “tentative details” so they can get to appointing someone
- After Council approves consultants’ contract on 10/6, City to send out formal letter of invitation with details