



Meeting Minutes - Draft

Land Use & Environment Committee

City Hall
601 4th Avenue E
Olympia, WA 98501

Information: 360.753.8244

Thursday, January 28, 2016

5:30 PM

Council Chambers

1. ROLL CALL

Present: 3 - Chair Julie Hankins, Committee member Clark Gilman and Committee member Nathaniel Jones

OTHERS PRESENT

Community Planning and Development Director Keith Stahley
Downtown Liaison Mark Rentfrow

2. CALL TO ORDER

Chair Hankins called the meeting to order at 5:33 p.m.

3. APPROVAL OF MINUTES

- 3.A [16-0121](#) Approval of December 10, 2015 Land Use and Environment Committee Meeting Minutes

The minutes were approved.

4. COMMITTEE BUSINESS

- 4.A [16-0111](#) Review of Downtown Survey Results

Mr. Rentfrow presented a review of the Downtown Survey Results.

In the summer of 2015 the City of Olympia contracted with the Thurston Economic Development Council to administer a survey to Downtown businesses. In coordination with City staff, the EDC developed an outreach strategy and set of survey questions designed to understand the characteristics of businesses located in the target area of Downtown Olympia. The survey was intended to solicit input from local businesses on issues and subjects currently affecting business vitality, and provide feedback to the City of Olympia.

The City received 104 responses to the survey which revealed the following key issues:

- 95% of respondent businesses are either emerging, growing or stable.
- 88% increased their workforce or remained stable.
- 81% serve a local or regional market.

The survey also identified concerns:

- Vagrancy was listed as the highest priority issue affecting downtown businesses.
- Businesses indicated that parking was a top priority issue.
- Clean and Safe streets were also listed as a priority for business owners.

The survey revealed that the overall health of Downtown businesses is robust.

Discussion:

- Would having the data be broken down per type of business be helpful?
- Business to business opportunity will possibly be studied on a future survey.
- Destination businesses, repeat customers, number of employees in office businesses, street level, retail and hospitality.
- Offering a monthly event to promote downtown business.
- Optimistic survey for the majority of businesses.
- Helping underperforming businesses - Economic Development Director will possibly study on a future survey.

Mr. Stahley stated there is a plan to deal with parking. The consultants hired for the Downtown Strategy will be presenting some options in the near future.

The report was received.

4.B [16-0110](#) Update on Downtown Project V

Mr. Rentfrow presented an update on the Downtown Project V. He reviewed a hand-out, Downtown Projects 2016, a checklist of what has been accomplished to date and what projects are to be completed in 2016.

The Downtown Project is a multi-faceted approach that focuses on a variety of key projects in four categories: Clean, Safe, Economic Development, and Placemaking. Notable efforts include the implementation of an Alcohol Impact Area, the re-establishment of police downtown walking patrol, and the Downtown Ambassador Program.

Mr. Stahley spoke about the Welcome Center being established for over a year and now is the time to take a closer look at this project.

Discussion:

- Welcome Center program service may be unclear to individuals.
- Welcome Center is intended to be a resource for tourists and visitors of Downtown.
- Interfacing between Downtown Strategy and the Downtown Project.
- Add further review of the Welcome Center to the 2016 work program.

Mr. Rentfrow briefed the Committee on a recent meeting with owners of Downtown Bars and Taverns:

- Nature of sexual harassment and how to combat that in the establishments.
- Over serving.

- Alternate transportation for patrons.
- Clean and Safe.
- PBIA presented brooms and dustpans to those owners who were interested.

The report was received.

- 4.C** [16-0103](#) Review of Draft 2016 Land Use and Environment Committee Schedule and Work Plan

Mr. Stahley reviewed the work plan.

Committee member Jones moved, seconded by Chair Hankins, to approve the 2016 Schedule and Work Plan and forward on to the City Council for adoption. The motion carried by the following vote:

Aye: 3 - Chair Hankins, Committee member Gilman and Committee member Jones

- 4.D** [16-0120](#) Status Reports and Updates

The Commission discussed changing their normally scheduled meeting from the 4th Thursday of the month to the 3rd Thursday of the month. They will not meet in February. They will meet twice in March, Thursday - March 3, 2016 and Thursday - March 17, 2016. Mr. Stahley indicated he would follow up with the appropriate staff regarding these changes.

The report was received.

5. ADJOURNMENT

The meeting was adjourned at 7:02 p.m.