



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
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Wednesday, October 2, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

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

1.A ROLL CALL

Present: 6 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember David Rauh and Boardmember Jeremy Williamson

Excused: 2 - Boardmember Lyndsay Galariada and Boardmember Nathan Rocker

Absent: 1 - Boardmember Jeffrey Trinin

1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:
Senior Program Specialist/Staff Liaison Max DeJarnatt

City of Olympia City Council:
Councilmember Lisa Parshley

2. APPROVAL OF AGENDA

Boardmembers asked to move business item 6.E to 6.C.

The agenda was approved as amended.

3. APPROVAL OF MINUTES

3.A [19-0895](#) Approval of September 4, 2019, PBIA Advisory Board Meeting Minutes

Boardmembers asked for a correction to Business Item 6.D. The amount of unspent funds requested to be appropriated to the fall marketing campaign was \$15,000.

The minutes were approved as amended.

3.B [19-0896](#) Approval of September 18, 2019 PBIA Advisory Board Meeting Minutes

Boardmembers asked to have Boardmember Williamson's attendance updated to show excused.

The minutes were approved as amended.

4. **PUBLIC COMMENT - None**

5. **ANNOUNCEMENTS**

Mr. DeJarnatt and Boardmember Rauh made announcements.

6. **BUSINESS ITEMS**

6.A [19-0893](#) Twinklefest Lighting Proposal

Boardmembers discussed the updated Snowflake Report to cover costs for transformer boxes necessary for the new installation of lights.

Boardmember David moved, seconded by Boardmember Barrett, to authorize up to \$4,000 of the marketing budget be used for the purchase and installation of additional snowflake and strand lighting and transformers. The motion passed unanimously.

6.B [19-0610](#) Formalizing Event Sponsorship Process

Boardmember Barrett shared the updated Sponsorship Request Form.

Boardmember Rauh moved, seconded by Boardmember Dean, to adopt the formalized event sponsorship application and review process. The motion passed unanimously.

6.C [19-0894](#) Downtown Parking Strategy in 2020 Update

Mr. DeJarnatt and Boardmembers discussed the updates to the 2020 Downtown Parking Strategy.

The discussion was completed.

6.D [19-0891](#) Draft 2020 Budget

Mr. DeJarnatt discussed the draft 2020 budget with Boardmembers.

The discussion was continued to the November 6, 2019 PBI Advisory Board meeting.

6.E [19-0833](#) Fall Downtown Marketing Campaign

Chair Ruse and Boardmember Dean shared a handout and presented information on a partnership with Olympia Downtown Alliance for a fall marketing campaign.

Boardmember Dean moved, seconded by Boardmember Barrett, to approve spending \$20,000 on a fall marketing campaign partnership with the Olympia

Downtown Alliance. The motion passed unanimously.

7. REPORTS - None

8. OTHER TOPICS

8.A [19-0021](#) Round Table Discussion

Boardmember David discussed his frustration with the Downtown Ambassadors participating in handing out flyers related to promoting a private entity.

The discussion was completed.

9. ADJOURNMENT

The meeting adjourned at 8:26 p.m.