



# Meeting Minutes

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

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**Wednesday, January 8, 2020**

**5:30 PM**

**CR 207**

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### 1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:32 p.m.

#### 1.A ROLL CALL

Newly appointed Boardmember Johnny Atlas was present.  
Boardmembers Jacob David and Jeremy Williamson were present.

Jeffrey Trinin is no longer a boardmember.

**Present:** 5 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Janis Dean, Boardmember Lyndsay Galariada and Boardmember Nathan Rocker

**Excused:** 1 - Boardmember David Rauh

**Absent:** 1 - Boardmember Jeffrey Trinin

#### 1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:  
Senior Program Specialist/Staff Liaison Max DeJarnatt  
Strategic Projects Manager Amy Buckler

City of Olympia:  
Mayor Cheryl Selby  
Councilmember Lisa Parshley

Downtown Improvement District Boardmembers:  
Todd Cutts  
Matthew Debord  
Ron Thomas

Mosaic Marketing Studios:  
Natasha Ashenhurst

### 2. APPROVAL OF AGENDA

Boardmembers asked to move Business Item 6.B before Business Item 6.A

**Boardmember Dean moved, seconded by Boardmember Rocker, to move Business Item 6.B ahead of Business Item 6.A.**

**3. APPROVAL OF MINUTES**

- 3.A [20-0022](#) Approval of December 4, 2019 Parking and Business Improvement Area Advisory Board Meeting Minutes

**The minutes were approved.**

**4. PUBLIC COMMENT**

The following people spoke:

Dean Jones, Bryan Willis, Patty Belmonte, Suzanne Clark, Ryan DiCrescenzo, Iri Alexander

**5. ANNOUNCEMENTS**

Chair Ruse introduced Boardmember Johnny Atlas.

**6. BUSINESS ITEMS**

- 6.A [20-0021](#) Downtown Marketing Campaign

Ms. Ashenhurst shared samples of ads and the proposed advertising schedule for the "Why I Go Downtown" marketing campaign.

**The discussion was completed.**

- 6.B [20-0023](#) Recommendation on the Downtown Improvement District (DID)

Boardmembers of the Downtown Improvement District (DID) shared information and a Powerpoint on the revised DID plan and asked PBIA Boardmembers to issue a letter of recommendation to City Council that includes the PBIA's endorsement and opposition statements.

**Boardmember Barrett moved, seconded by Boardmember Dean, to endorse the creation of a property-owner funded Downtown Improvement District as has been presented, and that the Board provide a formal letter to City Council reflecting this endorsement, including statements from opposing Boardmembers. The motion passed with the following votes:**

**Abstained- Boardmember Atlas**

**Aye- Boardmember Williamson**

**Nay- Boardmember David**

**Aye:** 4 - Chair Ruse, Vice Chair Barrett, Boardmember Dean and Boardmember Rocker

**Nay:** 1 - Boardmember Galariada

**Excused:** 1 - Boardmember Rauh

**Absent:** 1 - Boardmember Trinin

**6.C** [20-0018](#) Finalizing 2020 Work Plan

Boardmembers asked to move this discussion to a future meeting date.

**Boardmember Rocker moved, seconded by Boardmember Williamson, to postpone the 2020 Work Plan Priorities discussion.**

**7. REPORTS - None**

**8. OTHER TOPICS**

**8.A** [20-0029](#) Round Table Discussion

None.

**9. ADJOURNMENT**

The meeting was adjourned at 7:36 p.m.