



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Daisha Versaw
360.570.5847

Wednesday, July 3, 2024

6:00 PM

Conference Room 207

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [24-0560](#) Approval of June 05, 2024 PBIA Advisory Board Meeting Minutes

Attachments: [Minutes](#)

4. PUBLIC COMMENT

During this portion of the meeting, community members 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 comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission where the speaker promotes or opposes a candidate for public office or a ballot measure.

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A [24-0561](#) Advisory Board Expectations and Commitments

Attachments: [Bylaws](#)
[Ordinance](#)

6.B [24-0549](#) Purpose and Priorities

Attachments: [2024 Approved Budget](#)
[OMC 3.62](#)
[2024 Draft Work Plan](#)

7. REPORTS

8. OTHER TOPICS

9. ADJOURNMENT

Upcoming

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 June 05, 2024 PBIA Advisory Board Meeting Minutes

Agenda Date: 7/3/2024
Agenda Item Number: 3.A
File Number:24-0560

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

Title

Approval of June 05, 2024 PBIA Advisory Board Meeting Minutes



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Daisha Versaw
360.570.5847

Wednesday, June 5, 2024

6:00 PM

Zoom

1. CALL TO ORDER

Chair David called the meeting to order at 6:01 p.m.

1.A ROLL CALL

Present: 12 - Chair Jacob David, Vice Chair Alden Davis, Boardmember Christina Costelo, Boardmember Janis Dean, Boardmember Anne Gavzer, Boardmember Melissa Hammond, Boardmember Sophia Landis, Boardmember Kaitlyn Leamy, Boardmember Monique Ossa, Boardmember Oliver Stormshak, Boardmember Shannon Tiegs and Boardmember Timothy Zohn

Absent: 1 - Boardmember Kyle Radanovic

.1.B OTHERS PRESENT

Economic Development Senior Program Specialist Daisha Versaw.

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [24-0464](#) Approval of May 01, 2024 PBIA Advisory Board Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Ms. Versaw gave a reminder that new PBIA Advisory Board Members need to finish OPMA training.

6. BUSINESS ITEMS

6.A [24-0468](#) Administrative Update

Boardmembers discussed Administrative Updates and provided feedback comments to Staff.

The discussion was completed.

6.B [24-0469](#) Approval of Change to In-Person Meetings

Boardmembers discussed moving to in-person meetings.

Vice Chair Davis moved, seconded by Boardmember Gavzer, to change the location of PBI Advisory Board Meetings from Zoom to in-person at City Hall. The motion passed unanimously.

6.C [24-0473](#) Approval of 2024 Work Plan

Boardmembers discussed the 2024 work plan.

Boardmember Ossa moved, seconded by Vice Chair Davis, to approve the 2024 PBI Work Plan. The motion passed unanimously.

7. REPORTS - None

8. OTHER TOPICS - None

9. ADJOURNMENT

The meeting adjourned at 7:01 p.m.



PBIA Advisory Board

Advisory Board Expectations and Commitments

Agenda Date: 7/3/2024
Agenda Item Number: 6.A
File Number:24-0561

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

Title

Advisory Board Expectations and Commitments

Recommended Action

Information only. No action requested.

Report

Issue:

Discussion of PBIA Advisory Board expectations and commitments as outlined in the PBIA bylaws and OMC 6.62.

Staff Contact:

Daisha Versaw, Economic Development Senior Program Specialist, Office of Community Vitality,
360.280.8947

Presenter(s):

Jacob David, PBIA Advisory Board Chair

Background and Analysis:

The PBIA Advisory Board welcomed two new members in 2024, and it has been a while since the Board checked in on expectations and member commitments. Chair David will check-in with PBIA Advisory Board members on their commitments, receive comments and questions, and review expectations and procedures outlined in the PBIA Bylaws.

Climate Analysis:

N/A

Equity Analysis:

N/A

Neighborhood/Community Interests (if known):

The PBIA is of interest to Downtown Olympia and related stakeholders.

Options:

1. Discuss PBIA Advisory Board expectations and commitments
2. Do not discuss PBIA Advisory Board expectations and commitments

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

Financial Impact:

N/A

Attachments:

PBIA Bylaws

PBIA Ordinance ([hyperlink](#))

BYLAWS OF THE PARKING & BUSINESS IMPROVEMENT AREA

ARTICLE I – NAME

Section 1.01. The name of the organization shall be PARKING & BUSINESS IMPROVEMENT AREA ADVISORY BOARD (hereinafter referred to as the "ADVISORY BOARD").

ARTICLE II – PURPOSE

The purpose and objectives of the Advisory Board shall be to:

Develop and propose an annual budget and work plan to benefit the businesses within the PBIA boundaries. The Advisory Board will present the budget to the Olympia City Council for adoption each year by July or on such date and such time and place as the Advisory Board shall designate each year. The programs and activities funded will fall into the five classifications listed below:

1. Downtown Parking Improvements
2. Clean & Safe Downtown Environment
3. Streetscape improvements, beautification, and improved way finding signs
4. Business Retention & Recruitment
5. Downtown Olympia Marketing

The Advisory Board will establish a conduit for information among all members of the PBIA, including those non-english speaking business owners, and encourage participation and diversity by the largest possible number of PBIA members. The Advisory Board will evaluate the programs and activities each year. They will produce and distribute an annual report to all of the PBIA members and the Olympia City Council.

ARTICLE III – OFFICE OF RECORD

Section 3.01. The office of the PBIA shall be located at such location as from time to time determined by the Advisory Board.

ARTICLE IV – TERM

Section 4.01. The Advisory Board will exist as long as the PBIA is effective in accordance with Washington State RCW 35.87A.

ARTICLE V – AREA INCLUDED

Section 5.01. For the purpose of the PBIA, the area covered is the area defined in the Olympia Ordinance 6375.

ARTICLE VI – MEMBERSHIP

Section 6.01. Membership shall be business owners in the area defined in Olympia Ordinance 6375.

Section 6.02. Membership is by assessment as described in City of Olympia ordinance #6375 by 3 zones: A-B-C. Assessments are by type, location, and number of FTE's.

Section 6.03. Annual assessments will be billed, collected and dispersed as defined in Olympia ordinance 6375.

ARTICLE VII – VOTING RIGHTS

Section 7.01. One business membership per business shall entitle the holder to one vote.

ARTICLE VIII – MANAGEMENT

Section 8.01 Management of the business affairs of the PBIA shall be by the Advisory Board of Directors.

Section 8.02. The Advisory Board shall be fifteen (15) and representing each zone proportionately to the number of businesses in each zone including non-english speaking business owners, diversity of businesses type.

~~Section 8.03. The term of office shall be staggered three (3) year terms, except for the first year of formation.~~

Section 8.04. Each board member shall be entitled to one vote on all matters coming before the Advisory Board at the annual or any regular or special meeting thereof.

Section 8.05. Advisory board members shall not receive any stated salary for their services.

ARTICLE IX – DUTIES OF OFFICERS

Section 9.01. OFFICERS. Section 9.01. OFFICERS. The officers of this Advisory Board shall consist of the Chair, Vice Chair, Secretary.

Section 9.02. CHAIR. The Chair shall supervise all activities of the PBIA; shall execute all instruments and documents on its behalf; preside at all meetings of the members and of the Advisory Board; shall call such meetings as shall be deemed necessary; shall appoint committee chairs and committee members; shall establish committees as needed; and shall perform such other duties as are usually inherent in such office.

Section 9.03. VICE CHAIR—The Vice Chair shall serve as Chair in case of absence. The Vice Chair will serve as the Chair as necessary

~~Section 9.04. SECRETARY. The Secretary shall assist the program manager in record keeping.~~

ARTICLE X – ELECTIONS

Section 10.01. ADVISORY BOARD-- Term of office shall be January 1 through December 31 of each calendar year.

Section 10.01.01.

Each year, a nominating committee, shall in September select from among the members persons to stand for election as Advisory Board members. Ballots shall be mailed to current members. Newly elected Advisory Board members will be installed the first week of January. Any member at the time of the annual election, may be nominated from among the members to stand for election as Advisory Board member.

Section 10.01.02. Advisory Board Members shall be elected by members by mail and installed at the annual meeting to a term of three (3) years with one-third being elected each year, except for the first year, one-third shall be elected for (1) year, one-third for two (2) years, and one-third for three (3) years. Advisory Board Members shall be elected by receiving the greatest number of votes of members.

Section 10.01.03. Any vacancy occurring on the Advisory Board by reason of death, resignation, or removal may be filled promptly by a majority vote of the remaining members of the Advisory Board. Such appointee shall serve during the unexpired term of the Advisory Board member whose position has become vacant.

Section 10.02. OFFICERS. Term of office is one year

Section 10.02.01 Each year at the Advisory Board annual meeting (Section 12.02.01) the board will select board members to serve as Chair, Vice Chair and Secretary. A majority vote of the Advisory Board will elect the officers.

Section 10.02.03. Any vacancy occurring in any office of the PBIA for reason of death, resignation, or removal shall be filled promptly by a majority vote of the Advisory Board. The members of the Advisory Board may be polled by mail or a special meeting of the Board may be called upon seven (7) days' notice. The person so elected shall serve during the unexpired term of the Advisory Board member whose position has become vacant.

ARTICLE XI – REMOVAL

Section 11.01. Any Advisory Board Member shall be subject to removal by a majority vote of the membership.

Section 11.02. Any Advisory Board Member who shall miss one-quarter or more of the regularly scheduled meetings of the Board of Directors during a one-year period shall be removed.

Section 11.03. Any Officer who shall miss three (3) consecutive meetings without an excuse satisfactory to the Advisory Board shall be subject to removal by majority vote thereof.

ARTICLE XII – MEETINGS

Section 12.01. MEMBERS.

Section 12.01.01. An annual meeting of the members of the PBIA shall be held during the month of June of each calendar year on such date and at such time and place as the Advisory Board shall designate each year. In the event of the failure of the Board of Directors to designate the date, time, and place thereof, such annual meeting shall be held on the last Wednesday in June commencing at 6:30 p.m. in the principal office of the PBIA.

Section 12.01.02. Quarterly and special meetings of the members may be called at any time for any purpose by the Chair of the Advisory Board by a majority of the Advisory Board then in office, or by a majority of the members of the PBIA.

Section 12.01.03. Monthly meetings of the Advisory Board, which shall be open to all members of the PBIA, will occur at a time and place designated by the Advisory Board.

Section 12.01.04. Written notice stating the place, date, and hour of any meeting of the members shall be delivered, either personally or by mail, to each member entitled to vote at such meeting not less than ten nor more than fifty days before the date of such a meeting. In case of a special meeting, or when required by statute or by these Bylaws, the purpose or purposes for which the meeting is called shall be stated in the notice. In the event of an emergency, a meeting may be called on five days' notice provided that the time, place, date, and purposes for such meeting are conveyed to all members of the PBIA entitled to vote at such meeting

Section 12.01.05. A quorum at any meeting of the membership of the PBIA shall consist of 1/10 of the membership of the PBIA.

Section 12.01.06. A majority vote of the members present at a meeting at which a quorum is present shall, at minimum, be necessary for any action.

Section 12.02. ADVISORY BOARD

Section 12.02.01. Annual meeting of the Advisory Board shall be held during the month of ~~January~~ each calendar year on such date and time and place as the board shall designate. The meeting will be held on the last Wednesday in January at 6:30pm in the principal office of the PBIA if no other date and time are scheduled. The purpose of such meeting shall be to install board members, elect officers, and install, as necessary, committees and to transact such other business as may properly come before the Board.

~~Norminations from a nominating committee will occur in September and a vote by mail will occur in the 4th quarter.~~

Section 12.02.02. The Advisory Board may from time to time determine a regular meeting schedule of the Board and set the time and place of such meetings. The purpose of the regular meeting shall be to act upon and to transact such other business as may properly come before the Board.

Section 12.02.03. Special meetings of the Advisory Board may be called by the Chair, by a majority of the Board then in office, or a majority of the members of the PBIA at any time and may be held at such time, place, and date as shall be prescribed in the notice thereof.

Section 12.02.04. Notice of meetings of the Advisory Board shall be given by mail, telephone, or other means of personal communication, and must be delivered or transmitted at least ten (10) days in advance the annual meeting, and two (2) days in advance of regular and special meetings.

Section 12.02.05. A majority of the Advisory Board then in office shall constitute a quorum at meetings of the Advisory Board.

Section 12.02.06. Any action may be taken by a majority of those voting at any meeting of the Advisory Board at which a quorum has been established.

Section 12.03. In all matters of parliamentary procedure and the order of business at meetings, the latest edition of "Robert's Rules of Order" shall be used as authority.

ARTICLE XIII – REPRESENTATION

Section 13.01. No committee, member, or other person shall enter into any contract, incur any debt, engage in any transaction, or represent himself or herself on behalf of the PBIA without authority of the Advisory Board, except as otherwise provided in these Bylaws.

ARTICLE XIV – AMENDMENTS

Section 14.01. The right to amend the Bylaws of the PBIA shall be reserved in the Advisory Board, and shall be by majority vote of the Advisory Board thereof then in office. Notice and copies of the proposed amendments shall be distributed at least ten (10) days before the meeting at which the same shall be considered.

ARTICLE VX – SEVERABILITY

Section 15.01. Any Article, Section, or provision of these Bylaws which, if construed in the manner expressed herein, should be contrary to or inconsistent with any applicable provision of the law, shall be severed from the remainder of these Bylaws, and shall not be in force so long as such revision of the law shall remain in effect without affecting the validity of the remainder of these Bylaws.

Approved by the Advisory Board: _____

Secretary



PBIA Advisory Board

Purpose and Priorities

Agenda Date: 7/3/2024
Agenda Item Number: 6.B
File Number:24-0549

Type: discussion **Version:** 2 **Status:** In Committee

Title

Purpose and Priorities

Recommended Action

Information only. No action requested.

Report

Issue:

Discussion of short- and long-term priorities

Staff Contact:

Daisha Versaw, Economic Development Senior Program Specialist, Office of Community Vitality,
360.280.8947

Presenter(s):

Daisha Versaw, Economic Development Senior Program Specialist

Background and Analysis:

Prior to 2024, the Olympia Downtown Alliance (ODA) and others were engaged in efforts to initiate a Downtown Improvement District (DID), which would have replaced the PBIA had it passed. On March 6, 2024, Todd Cutts, Executive Director of the ODA presented an update on the DID efforts to the PBIA Advisory Board. During this update, Mr. Cutts shared that the DID failed to gain the support it needed to pass, and that effort had been ended.

Because the DID was widely expected to pass, some work related to the PBIA was delayed. This delay created an unusual schedule for PBIA in 2024. Additionally, a new PBIA staff liaison was assigned to PBIA in 2024. These changes along with the reimagining that occurred around efforts to pass the DID have led to a deeper evaluation of the PBIA, raising questions related to equity, sustainability, effectiveness, and efficiency. These questions revealed several issues that indicate some level of change is needed to ensure the PBIA aligns with Council and community priorities and provides the best possible and most equitable benefit for Downtown businesses (PBIA ratepayers). City staff are exploring a range of options and solutions and engaging with the PBIA Advisory Board to better understand Board Member priorities.

In the short-term, the PBIA Advisory Board needs to identify funding priorities for 2024. This discussion will include a review of the 2024 budget as passed. If the PBIA Advisory Board wishes to make changes to the 2024 budget, staff will receive comments to support that update so the Advisory Board can vote in August to recommend an amended budget to Council.

In the long-term, PBIA Advisory Board's perspective on what matters most in terms of Downtown priorities will inform City conversations around options and solutions. Discussions with the PBIA Advisory board are an opportunity for Advisory Board members to share comments with staff and ensure Advisory Board member perspectives are included in discussions that could lead to potential PBIA changes.

Climate Analysis:

The PBIA is an integral part of Downtown. Elements that help to create a vibrant Downtown also help contribute to climate action. Focusing growth and activity into dense neighborhood areas helps reduce dependence on cars, thereby cutting greenhouse gas emissions.

Equity Analysis:

There are several equity issues related to this topic, including some unclear language in OMC 3.62 that may create conditions for bias, a disconnect between the records used for PBIA Advisory Board elections and the records used for assessment invoicing, a fee structure that disproportionately impacts smaller businesses, and significant staffing costs being absorbed by the City for PBIA that are not equitable to all Olympia neighborhoods. In recent months, some ratepayers (particularly in Zones B and C) have expressed concerns around equity as these ratepayers do not feel they benefit from the PBIA at all but are still being assessed.

Neighborhood/Community Interests (if known):

This topic is of direct interest to Downtown Olympia and may be of indirect interest to the broader community that experiences Downtown as well as surrounding neighborhoods that are not receiving similar City staffing or investment.

Options:

1. Discuss short- and long-term priorities
2. Do not discuss short- and long-term priorities

Financial Impact:

The PBIA Fund typically generates around \$100,000 annually toward investments that benefit Downtown Olympia. The City contributes approximately \$50,000 in indirect costs to manage the PBIA. While neither of these financial impacts is directly affected by this discussion, both are relevant to the larger conversation of potential changes to PBIA.

Attachments:

2024 Approved Budget
OMC 3.62 (hyperlink)
2024 Draft Work Plan

Parking & Business Improvement Area

2024 PBIA BUDGET RECOMMENDATION

Category	Program	2024 Budget (recommended)
Administration	Administration	\$2,000
Clean & Safe	Ambassadors	\$43,500
	Mural protection	\$1,500
	Extra alley flushings	\$1,200
Contingency	Contingency	\$2,400
Marketing	Event sponsorships	\$7,000
	4th Quarter Marketing Makers Markets	\$10,000
Streetscape Beautification	Flower baskets	\$23,400
	Art in Windows (Public Art Support)	\$6,000
	Overhead Street Lighting	\$3,000
Total		\$100,000

Final Draft Approved and Recommended to City Council 9/6/2023

2024 Work Plan: Parking & Business Improvement Area Board

The purpose of the PBIA Advisory Board is to develop an annual recommendation for the City Council about how to invest the PBIA Fund and to serve as a communication link between ratepayers and the City of Olympia. Should a relevant plan or project arise, that topic may be added.

Meeting Date	Agenda Items	Time Needed	Anticipated Deliverable
June 5 th	Admin and process updates ➤ Discussion	30 minutes	Comments to staff
	Vote on change to in-person ➤ Decision	15 minutes	Decision on location (online or City Hall) going forward
	Vote to adopt work 2024 plan ➤ Decision	45 minutes	Recommendation to City Council
July 3 rd	Admin and process updates ➤ Discussion	30 minutes	Comments to staff
	Purpose conversation ➤ Discussion	30 minutes	Comments to staff
	Board expectations & commitments ➤ Discussion	10 minutes	Comments to staff
	Engagement subcommittee ➤ Decision	20 minutes	Subcommittee formed
August 7 th	Engagement subcommittee report ➤ Briefing	20 minutes	Comments to staff
	Fund update ➤ Briefing	30 minutes	Comments to staff
	Budget amendment (if any) ➤ Decision	20 minutes	Recommendation to City Council
September 4 th	Planning for annual meeting ➤ Discussion	30 minutes	Comments to staff
	Rate and process updates ➤ Discussion	20 minutes	
	Community partner briefing ➤ One or more briefings	40 minutes	Comments to City Council
October 2 nd	Annual Meeting	120 minutes	Ratepayer engagement event
November 6 th	2025 Budget & Work Plan ➤ Discussion	45 minutes	Comments to Staff
	Creative District & Artesian Briefing ➤ Briefing	30 minutes	Comments to Staff
December 4 th	Evaluate 2024 Programs and Activities	45 minutes	Comments to Staff
	Develop 2025 Budget & Work Plan	45 minutes	Comments to Staff