



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, May 1, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [19-0320](#) Approval of March 6, 2019 PBIA Advisory Board Meeting Minutes

Attachments: [PBIA Meeting Draft Minutes 03062019](#)

4. PUBLIC COMMENT

During this portion of the meeting, citizens 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 maintain impartiality and the appearance of fairness in upcoming matters and to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission in these two areas: (1) on agenda items for which the Committee or Commission either held a Public Hearing in the last 45 days, or will hold a Public Hearing within 45 days, or (2) where the speaker promotes or opposes a candidate for public office or a ballot measure.

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A [19-0402](#) Economic Development Update

6.B [19-0403](#) ODA Property Assessments

6.C [19-0333](#) Discussion of 2019 Event Sponsorships

Attachments: [PBIA Sponsorship Request](#)

6.D [19-0404](#) General Government Committee Report

6.E [19-0401](#) Discussion of Quarterly Survey

7. REPORTS

8. OTHER TOPICS

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

9. ADJOURNMENT

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 March 6, 2019 PBIA Advisory Board Meeting Minutes

Agenda Date: 5/1/2019
Agenda Item Number: 3.A
File Number: 19-0320

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

Title

Approval of March 6, 2019 PBIA Advisory Board Meeting Minutes



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, March 6, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

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

1.A ROLL CALL

Present: 7 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Lyndsay Galariada, Boardmember David Rauh and Boardmember Jeremy Williamson

Excused: 1 - Boardmember Nathan Rocker

Absent: 1 - Boardmember Jeffrey Trinin

OTHERS PRESENT

The Bridge Music Project:
Executive Director Bobby Williams

City of Olympia Staff:
Senior Program Assistant Max DeJarnatt
Program and Planning Supervisor Amy Buckler
Councilmember Lisa Parshley

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [19-0229](#) Approval of February 6, 2019 PBIA Advisory Board Meeting Minutes

Roll call was amended to show Boardmember Jacob as excused rather than present

The minutes were approved as amended.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Mr. DeJarnatt provided information about the Downtown Smartlot.

6. BUSINESS ITEMS

6.A [19-0230](#) Discuss 2019 Event Sponsorships

Mr. Williams gave a presentation on the Bridge Summer Concert Series.

Boardmember Rauh moved, seconded by Boardmember Dean, to fund the Bridge Summer Concert Series. The motion carried by unanimous vote.

6.B [19-0134](#) Decision about 2019 Work Plan Priorities

The Board discussed the 2019 PBIA work Plan.

Boardmember David moved, seconded by Boardmember Rauh, to approve the 2019 PBIA Work Plan with the addition of benches and mural Title Description 1C.2, Public Art Investments. The motion carried by unanimous vote.

6.C [19-0021](#) Round Table Discussion

The discussion was continued to the 4/3/2019 PBIA Advisory Board Meeting.

6.D [19-0144](#) Briefing on the Homeless Response Plan Process

Ms. Buckler provided a briefing on the Homeless Response Plan.

The report was received.

6.E [19-0145](#) Briefing on PBIA Ordinance and Bylaws

Ms. Buckler provided a briefing on PBIA ordinance and bylaws.

The report was discussed and continued to the PBIA Advisory Board due back on 4/3/2019.

7. REPORTS - None

8. OTHER TOPICS - None

9. ADJOURNMENT

The meeting was adjourned at 8:10 p.m.



PBIA Advisory Board Economic Development Update

Agenda Date: 5/1/2019
Agenda Item Number: 6.A
File Number: 19-0402

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

Title

Economic Development Update

Recommended Action

Committee Recommendation:

Report/Briefing only; no action requested.

City Manager Recommendation:

Briefing only; no action requested.

Report

Issue:

Whether to receive an oral report on economic development in Olympia.

Staff Contact:

Mike Reid, Economic Development Director, Community Planning and Development 360.753.8591

Presenter:

Mike Reid, Economic Development Director

Background and Analysis:

Economic Development Director Mike Reid will provide an introduction and give an overview of current economic development initiatives in Olympia. Topics will include the downtown development, the County Courthouse effort, Opportunity Zones, and the Creative District designation.

Attachments:

None



PBIA Advisory Board

ODA Property Assessments

Agenda Date: 5/1/2019
Agenda Item Number: 6.B
File Number: 19-0403

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

Title

ODA Property Assessments

Recommended Action

Information only. No action requested.

Report

Issue:

Discussion on the ODA's property owner assessment scope of work.

Staff Contact:

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

Presenter(s):

Danielle Ruse, Board Chair

Background and Analysis:

Downtown property owners are exploring the notion of a property assessment district in downtown Olympia. The Olympia Downtown Alliance is helping to facilitate this process. At a special PBIA meeting in early May (date to be determined), members of the effort's Steering Committee, the project consultant, and Alliance staff, will share progress to date and answer any questions that PBIA board members may have.

To make best use of the groups' time at the Special Meeting, PBIA board members will discuss possible questions for the presenters.

Neighborhood/Community Interests (if known):

N/A

Financial Impact:

Discussion only

Attachments:

None



PBIA Advisory Board

Discussion of 2019 Event Sponsorships

Agenda Date: 5/1/2019
Agenda Item Number: 6.C
File Number: 19-0333

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

Title

Discussion of 2019 Event Sponsorships

Recommended Action

Move to sponsor the 2019 Capital City Pride Festival & Parade

Report

Issue:

Whether to sponsor the 2019 Capital City Pride Festival & Parade with \$500 of PBIA's budgeted Event Sponsorship

Staff Contact:

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

Presenter(s):

Max DeJarnatt, PBIA City Liaison

Background and Analysis:

The PBIA's 2019 budget allots \$7000 to Event Sponsorships. At the March meeting, the Board voted to sponsor the Bridge Music Project's 2019 summer concert series for \$2000, leaving \$5000 for remaining event sponsorships in 2019. In 2018 the PBIA sponsored Capital City Pride with \$500. Capital City Pride has renewed their request for \$500 for the 2019 festival.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Move to approve the sponsorship request
2. Do not approve the sponsorship request at this time

Financial Impact:

The PBIA has allocated \$7000 for event sponsorships in 2019

Attachments:

Pride Sponsorship Request (pdf)



March 26, 2019

Olympia PBIA Committee
C/O Max DeJarnatt
Olympia City Hall
601 4th Avenue East
Olympia, WA 98501

RE: Business Sponsorship Request - Pride Festival & Parade, Sunday June 23, 2019

Dear Olympia PBIA Committee,

I am writing on behalf of Capital City Pride to request your sponsorship for the upcoming 2019 Pride Festival and Parade. We are asking local businesses to sponsor our festival - - **AND** - - help to encourage Pride Festival participants to support our local businesses. Please consider a sponsorship at the following level:

- **\$500 Pride Sponsorship:** Offers a name listing & address in our Pride Guide, a Rainbow & Trans flag to hang in your business, a banner placement at our festival grounds at Heritage Park (business must provide the banner), and a scrolling sponsor ad on our website.

Pride Day has grown since 1991 to become one of the most vibrant community festivals in the Thurston County area. We now draw nearly 15,000 people into downtown Olympia for a series of events that truly brings together all parts of the community: gay, lesbian, bisexual, transgendered and straight people from around the Pacific Northwest. Your sponsorship will help make this festival even better!

In short, your sponsorship gives you broad exposure during the watershed LGBTQ event of the year. If you have any questions please contact me as listed below, or please visit the Capital City Pride website at www.capitalcitypride.net.

We hope to once again have your support to make this the best small town Pride in the NW!

Sincere regards,

Gina Thompson
Capital City Pride, Co-Chair

[Redacted contact information]



PBIA Advisory Board General Government Committee Report

Agenda Date: 5/1/2019
Agenda Item Number: 6.D
File Number: 19-0404

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

Title

General Government Committee Report

Recommended Action

Discussion only. No action requested.

Report

Issue:

Discussion on the upcoming General Government Committee Report.

Staff Contact:

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

Presenter(s):

Danielle Ruse, PBIA Chair

Background and Analysis:

PBIA leadership reports to General Government twice a year to provide updates and receive recommendations and is scheduled to report to the committee May 22nd. To best utilize the committee's time, the PBIA board will consider what to report.

Neighborhood/Community Interests (if known):

N/A



PBIA Advisory Board

Discussion of Quarterly Survey

Agenda Date: 5/1/2019
Agenda Item Number: 6.E
File Number: 19-0401

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

Title

Discussion of Quarterly Survey

Recommended Action

Whether to launch the second quarterly survey of the year.

Report

Issue:

Whether to launch a survey for ratepayers.

Staff Contact:

Max DeJarnatt, Senior Program Assistant, Community Planning & Development, 360.570.3723

Presenter(s):

Max DeJarnatt

Background and Analysis:

The PBIA's recommended work plan includes this item:

“Survey Downtown Businesses: Gauge the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBIA and City efforts.

PBIA Role: Develop short 3-question surveys that will be sent quarterly to members online; establish a “suggestion box” - both physical and online - to constantly gather member feedback.

Deliverable: Survey results and other comments received will be provided to City Council through quarterly reports given to the General Government Committee”

Staff recommends questions be germane to the role of the PBIA. These surveys are an opportunity to gather input to help steer PBIA funds and efforts. We should exercise caution with any questions about broader City efforts or complex challenges wherein there is a risk of setting false expectations with the downtown business community about the role of PBIA. Be cautious about asking leading questions, and questions about any specific place of business or operation in the downtown are not advised.

The Board drafted some possible survey questions during their January Roundtable. The purpose of tonight's discussion is to further hone these questions and decide which three to include in an online survey for ratepayers.

- Possible survey questions drafted during the December Roundtable
- How has the mitigation site effected your business?
- What do you know about the City's homeless response plan?
- Artesian Commons, six months later: What are your thoughts?
- What do you want to see PBI do?
- How would you gauge the value of the PBI?
- How do you handle employee parking?
- Where do you sweep your leaves?

Other notes:

- Add footer: Call Ambassadors, sent us an email, come to a PBI meeting
- Turn IP address collector off
- Include optional demographic questions

Neighborhood/Community Interests (if known):

N/A

Options:

1. Move to direct staff to launch a short survey for ratepayers within this month.
2. Move to not launch a survey at this time.

Financial Impact:

None identified.

Attachments:

N/A



PBIA Advisory Board Round Table Discussion

Agenda Date: 5/1/2019
Agenda Item Number: 8.A
File Number: 19-0021

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

Title

Round Table Discussion

Report

Issue:

Board discussion of downtown issues

Staff Contact:

Max DeJarnatt, Senior Program Assistant, Community Planning & Development, 360.570.3723

Presenter(s):

N/A

Background and Analysis:

Discussion about downtown issues and what we are hearing from ratepayers; leading to identification of:

- Quarterly short survey questions
- Issues that might be addressed by existing programs
- Key messages to be reported to City Council
- Advice to staff about key messages to convey to downtown businesses
- Ideas for potential future PBIA budget items

Neighborhood/Community Interests (if known):

Discussion is to identify neighborhood issues

Options:

N/A

Financial Impact:

N/A

Attachments:

N/A

