



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, April 28, 2021

6:00 PM

Online and via phone

Meeting link:

<https://us02web.zoom.us/j/87327427061?pwd=T2JlQmdrKzVyeFh2ZEs4VVhocVArUT09>

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [21-0413](#) Approval of March 24, 2021 PBIA Advisory Board Meeting Minutes

Attachments: [PBIA_03242021_Draft_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 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 [21-0414](#) Vote to Fill Board Vacancy

Attachments: [Letter of Interest - Jamie Vulva](#)

6.B [21-0417](#) Discussion of Quarterly Survey

Attachments: [2020Q4 Business Survey](#)

6.C [21-0419](#) Downtown Marketing Investment

7. REPORTS

8. OTHER TOPICS**8.A** [21-0415](#) Round Table Discussion**9. ADJOURNMENT****Accommodations**

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City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8244

PBIA Advisory Board

Approval of March 24, 2021 PBIA Advisory Board Meeting Minutes

Agenda Date: 4/28/2021
Agenda Item Number: 3.A
File Number:21-0413

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

Title

Approval of March 24, 2021 PBIA Advisory Board Meeting Minutes



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, March 24, 2021

6:00 PM

Online and via phone

1. CALL TO ORDER

Chair Ruse called the meeting to order at 6:04 p.m.

1.A ROLL CALL

Present: 7 - Chair Danielle Ruse, Boardmember Johnny Atlas, Boardmember Heather Chambers, Boardmember Konrad Bruns, Boardmember Anne Gavzer, Vice Chair Melissa Hammond and Boardmember David Rauh

Excused: 1 - Boardmember Jacob David

Absent: 3 - Boardmember Alana Carr, Boardmember Janis Dean and Boardmember Oliver Stormshak

OTHERS PRESENT

PBIA Staff Liaison Max DeJarnatt

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

[21-0290](#) Approval of February 17, 2021 PBIA Advisory Committee Meeting Minutes

Attachments: [Draft 02172021 Minutes](#)

The minutes were approved.

[21-0291](#) Approval of January 13, 2021 PBIA Advisory Committee Meeting Minutes

Attachments: [Draft 01132021 Minutes](#)

The minutes were approved.

4. PUBLIC COMMENT - None**5. ANNOUNCEMENTS**

Mr. DeJarnatt shared information about Working Washington Grants, ArtsWalk Registration portal and the Hotel Olympian encore radio performance.

6. BUSINESS ITEMS[21-0289](#)

Vote to Fill Board Vacancy

Attachments: [PBIA Letter of Interest - Shannon Tiegs](#)

Board Member Hammond moved, seconded by Board Member Gavzer to recommend approval to appoint Shannon Tiegs to term ending 12/31/2022. The motion passed unanimously.

The decision was approved.

[21-0286](#)

2021 Q1 Event Sponsorships

Attachments: [Art in Olympia Storefronts Sponsorship Request](#)
[2021 Budget](#)

Board Member Gavzer moved, seconded by Board Member Hammond to recommend approval to sponsor Art in Downtown Storefronts, ArtsWalk, and Shop and Dine Week with \$1000.00 each. The motion passed unanimously.

Move to sponsor 2021 events with budgeted event sponsorship funds.

[21-0292](#)

Downtown Art and Marketing Investments

Attachments: [2021 Budget](#)

The information was received.

7. REPORTS - None[21-0288](#)

Round Table Discussion

9. ADJOURNMENT

The meeting adjourned at 7:37 p.m.



PBIA Advisory Board

Vote to Fill Board Vacancy

Agenda Date: 4/28/2021
Agenda Item Number: 6.A
File Number: 21-0414

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

Title

Vote to Fill Board Vacancy

Report

Issue:

Whether to appoint a new board member to fill vacant seat

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, Community Planning & Development 360.570.3723

Presenter(s):

Max DeJarnatt

Background and Analysis:

BACKGROUND

3.62.130 of the City ordinance regarding the PBIA states, “the Board shall consist of an odd number totaling at least 15 member representatives of Ratepayers.” Currently, there are 12 members seated on the board.

All three empty seats were vacated by resignation, which means a majority of the seated members may vote to appoint a new person to fill the seat.

Bylaws, 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 person so elected shall serve during the unexpired term of the Advisory Board member whose position has become vacant.

Of the vacated seats, two terminate at the end of 2021 and one at the end of 2022.

ADDITIONAL INFO

- Any ratepayer in good standing may be nominated.
- Traditionally, businesses have been able to have an employee serve instead of the actual business owner. Staff’s recommendation is to follow this tradition.

- Board members should represent a diversity of business classifications, interests, and viewpoints.
- Consider what zone nominees are in. We need a mix. Currently most members are from Zone A.
- There is no limit to the number of terms a Board member can complete, as long as they are appointed or run for election each time.
- According to City Ordinance, the Board's duties include:
 - The annual development of a proposed work program with specific projects and budgets,
 - The recommendation of the same to the City Council for its consideration, and
 - Preparation of a plan for regular communication of PBIA projects and information to Ratepayers.

Neighborhood/Community Interests (if known):

N/A

Options:

Following an oral nomination from the board member making the nomination, the Board will take a vote on whether to make the appointment.

Financial Impact:

N/A

Attachments:

Letter of Interest - Jamie Vulva

To Whom It May Interest:

Greetings! My name is Jamie Vulva! I am writing with great interest in joining the PBIA board. I have been a fixture of sorts in the downtown community for over a decade. Shortly after arriving here, I planted my roots at The Reef, where I was the late night waitress for 8 years. 3 years ago I decided to leave The Reef and open my own restaurant, which is now known as The Wayside. More recently, my business partner(Kevin Rainsberry) and I took over ownership of Le Voyeur. I have done a lot of learning and growing in the downtown environment, and it holds a very special place in my heart.

In my decade spent downtown, I have grown to deeply care for the well-being of the center of our little universe we call Olympia. From supporting the fellow businesses and participating in celebrations, marches, and parades, to feeding and caring for the residents and homeless population that reside here. The community here is rich, vibrant, and varied, which is why I chose a downtown location for my business. I simply love it here, and I couldn't imagine starting my business elsewhere.

The continued success and prosperity of downtown is a top priority for me, and I would love the opportunity to play even a small role in the success of such an integral part of this community.

Thanks so much for your time and consideration.

Best, Jamie



PBIA Advisory Board

Discussion of Quarterly Survey

Agenda Date: 4/28/2021
Agenda Item Number: 6.B
File Number: 21-0417

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

Title

Discussion of Quarterly Survey

Recommended Action

Whether to launch a survey this Spring.

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.

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:

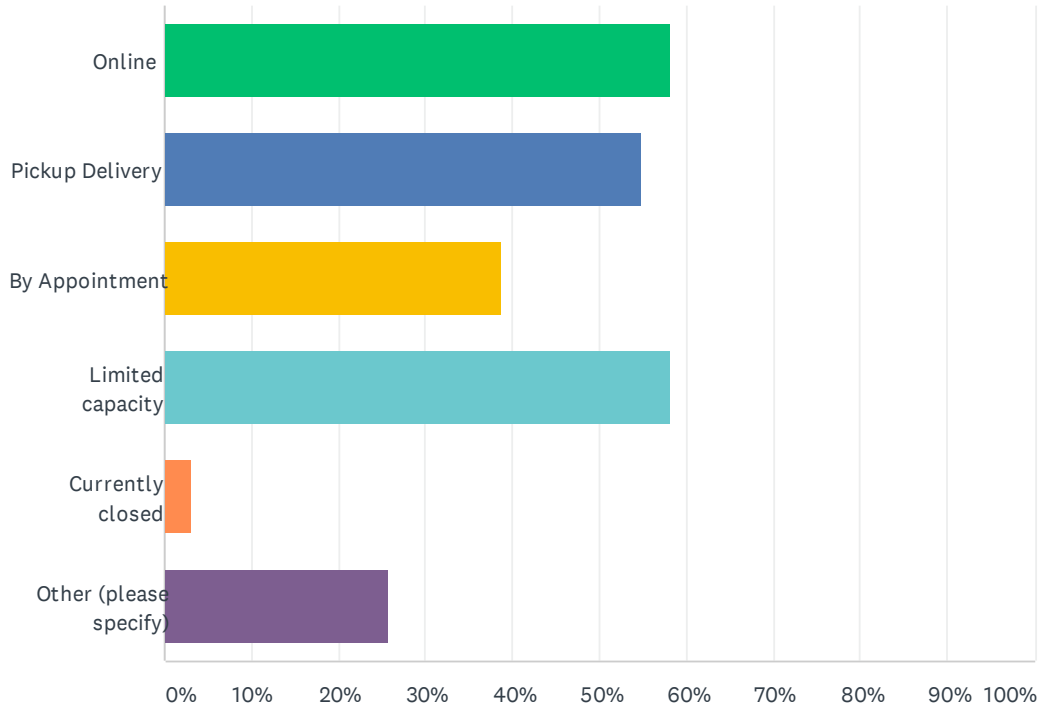
None identified.

Attachments:

November 2020 Survey

Q1 Are you open? How are you currently operating? (check all that apply)

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Online	58.06%	18
Pickup Delivery	54.84%	17
By Appointment	38.71%	12
Limited capacity	58.06%	18
Currently closed	3.23%	1
Other (please specify)	25.81%	8
Total Respondents: 31		

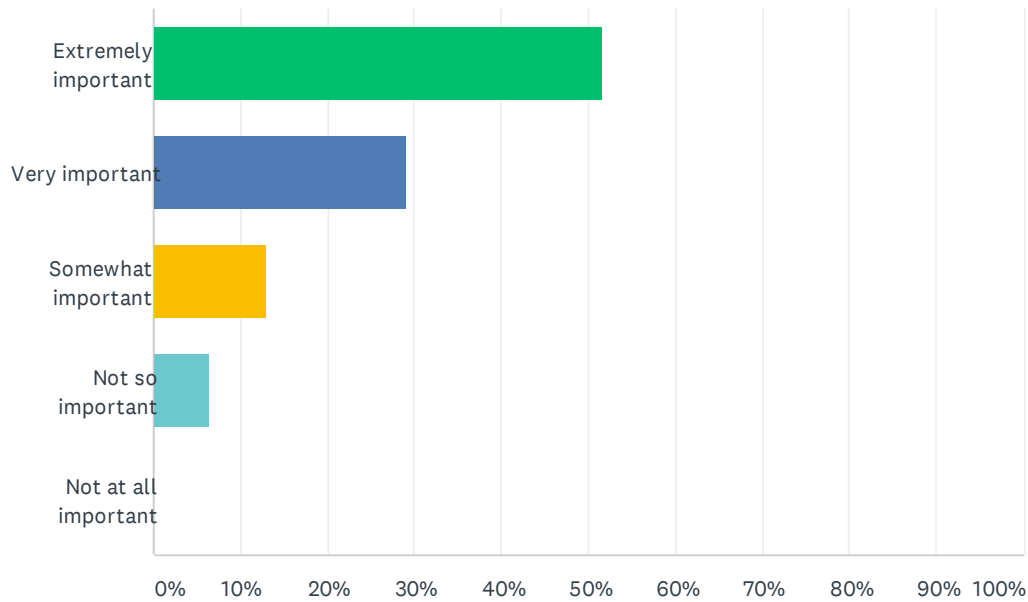
Q2 If you are open, what are your operating hours?

Answered: 30 Skipped: 1

#	RESPONSES	DATE
1	10-6 mon -sat Sunday noon-5	12/1/2020 9:09 AM
2	11-8	11/30/2020 10:07 PM
3	MONDAY - SATURDAY 11-6 SUNDAY 11-5	11/30/2020 8:30 PM
4	7 days a week 11:30-8:30 weekends until 9:30	11/30/2020 4:53 PM
5	Hours are normal; access is limited (front door locked, must be allowed in by staff).	11/30/2020 4:33 PM
6	11-5	11/25/2020 11:32 AM
7	Monday - Saturday 12pm-7pm	11/21/2020 3:36 PM
8	Business hours: 8-5	11/20/2020 2:26 PM
9	Mon - Wed appointment only Thur - Sat open 10 to 5. Sun 11 to 4	11/20/2020 11:03 AM
10	11-6 Thursday through Monday. Tuesday and Wednesday are pick up and shopping by appointment only.	11/19/2020 10:19 PM
11	M- F 10 to 5	11/19/2020 4:43 PM
12	11am-6pm M-F, 10am-6pm S/S	11/19/2020 2:54 PM
13	Right now we are open 10-6 through the holidays	11/19/2020 1:39 PM
14	10-12 for one at a time high-risk shoppers, 12-6 for up to four customers at a time	11/19/2020 11:31 AM
15	M-F 3-9pm Sat-12-9pm Sun-12-8pm	11/19/2020 4:41 AM
16	In flux.	11/19/2020 2:44 AM
17	noon - 8pm daily	11/18/2020 9:17 PM
18	6:30-6pm	11/18/2020 8:57 PM
19	Open 7 days a week, M-F/7am-4pm, Sat & Sun/8-4 (Batdorf Coffeehouse) and our Dancing Goats by the market is Wed-Sun 8am-3pm.	11/18/2020 8:38 PM
20	Mon-Fri, 8-5	11/18/2020 8:08 PM
21	11 AM - 6PM everyday	11/18/2020 6:45 PM
22	9am - 5pm	11/18/2020 6:42 PM
23	Tuesday through Sunday 10:00am to 5:00pm	11/18/2020 6:38 PM
24	Mon thru Friday 10-5:30	11/18/2020 5:56 PM
25	24/7	11/18/2020 5:46 PM
26	Tuesday-Saturday 9-2	11/18/2020 5:25 PM
27	M-F 12:30-6, Sat 10-6, Sun 10-4 Weekday mornings by appointment	11/18/2020 5:22 PM
28	Monday 10am-4pm Tuesday 10am-2pm, 4pm-6pm delivery Wednesday 10am-4pm Thursday 10am-4pm Friday 10am-4pm Saturday 10am-2pm Sunday Closed	11/18/2020 5:05 PM
29	9 to 5	11/18/2020 4:56 PM
30	Monday through Friday 3pm to 7pm. Saturday and Sunday 2pm to 7pm.	11/18/2020 4:52 PM

Q3 How important is a successful 4th quarter (or holiday season) to keeping your business open in 2021?

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely important	51.61%	16
Very important	29.03%	9
Somewhat important	12.90%	4
Not so important	6.45%	2
Not at all important	0.00%	0
TOTAL		31

Q4 Can you share any special plans or promotions for holiday season?

Answered: 27 Skipped: 4

#	RESPONSES	DATE
1	Love Oly participation. Ongoing social media marketing	12/1/2020 9:09 AM
2	No	11/30/2020 10:07 PM
3	A holiday exhibit in the gallery room with NW artists. Extended hours in December. Private shopping hours by appointment.	11/30/2020 8:30 PM
4	20% off sale thru Sun. sales all thru Dec.	11/25/2020 11:32 AM
5	None	11/21/2020 3:36 PM
6	Because we are in the "professional practice" service industry, we will be working at our normal pace.	11/20/2020 2:26 PM
7	Twinkle Fest downtown for the holidays	11/20/2020 11:03 AM
8	We're encouraging customers to phone in or email their shopping lists to us.	11/19/2020 10:19 PM
9	No nothing different. We don't really do retail but for a few home decor items	11/19/2020 4:43 PM
10	Twinklefest display, partnering with local social service organizations, promoting gift cards.	11/19/2020 2:54 PM
11	We are going to have a customer appreciation weekend instead of our usual evening event with drawings for assorted gift baskets and goodie bags	11/19/2020 1:39 PM
12	We are having an anniversary sale the first week of December, as well as an online restock for local pickup	11/19/2020 11:31 AM
13	have no plans at this time	11/19/2020 10:48 AM
14	\$100 gift card for \$90 \$50 gift card for \$45	11/19/2020 4:41 AM
15	Sale on Thanksgiving weekend.	11/19/2020 2:44 AM
16	10% OFF all outdoor dining & curbside pickup if requested.	11/18/2020 9:17 PM
17	Seasonal Menu. Daily Social Media. Wreath, Garland, Lights No time to plan promotions, just trying to keep everything afloat.	11/18/2020 8:57 PM
18	Gift boxes and bundles, black Friday sale, cyber Monday sale on our web.	11/18/2020 8:38 PM
19	Not sure what I can afford to do yet	11/18/2020 8:08 PM
20	ODA Downtown for the Holidays plus instore promotions	11/18/2020 6:45 PM
21	Special offers to advertisers with highly discounted rates for local businesses. (Some free ads as well for restaurants in Downtown Olympia even if not a client.)	11/18/2020 6:42 PM
22	☹	11/18/2020 5:56 PM
23	Online promotions for discounted stays - longer stays = greater discount	11/18/2020 5:46 PM
24	Not sure yet...	11/18/2020 5:25 PM
25	Twinklefest, 15% off new furniture the weekend after Thanksgiving, snowfall at Washington Center	11/18/2020 5:22 PM
26	We've started Tuesday deliveries of food boxes that are pre-ordered and scheduled on our website at www.StellarJuices.com	11/18/2020 5:05 PM
27	We are selling gift cards with a great deal. Every \$50 you spend, you get a free \$10.	11/18/2020 4:52 PM

Q5 As we face a second pandemic wave can you share any arrangements you've made with your landlord about rental arrangements?

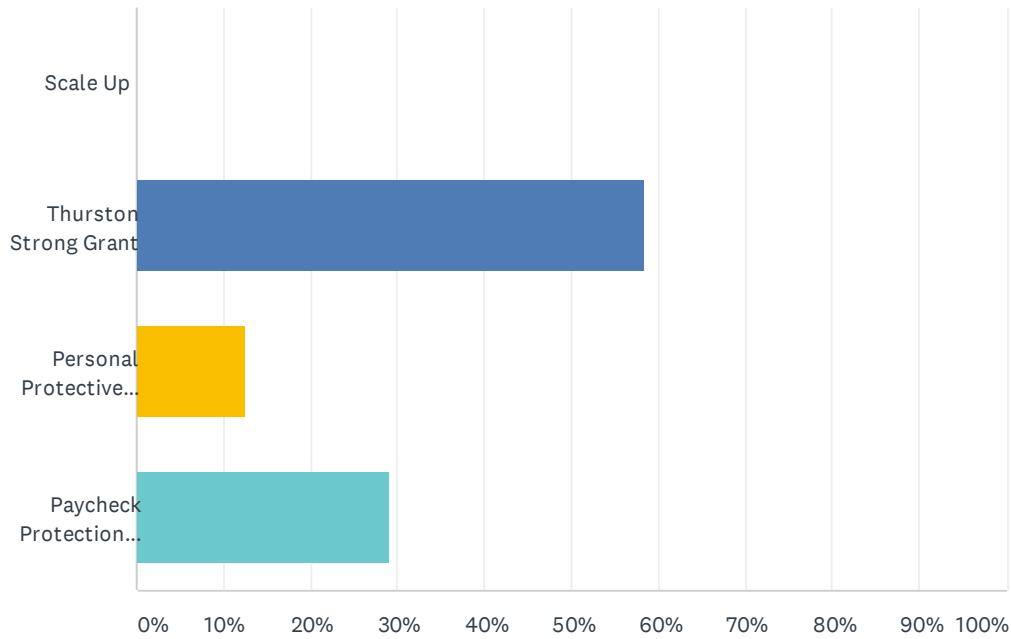
Answered: 29 Skipped: 2

4th Quarter Business Survey

#	RESPONSES	DATE
1	We received no help during the past months and do not expect any going forward	12/1/2020 9:09 AM
2	No	11/30/2020 10:07 PM
3	We own our building so we pay ourselves rent. That gives us the flexibility to adjust as needed. We would do well as a dt neighborhood to have more owner occupied properties.	11/30/2020 4:53 PM
4	we negotiated a rent reduction.	11/30/2020 4:33 PM
5	He has dropped our rent by 25% for 6 months	11/25/2020 11:32 AM
6	None made. Landlord gave us a very small discount for 3 months earlier this year and then implemented a built-in rent increase	11/21/2020 3:36 PM
7	Nothing yet. We have been able to work with our clients via Zoom.	11/20/2020 2:26 PM
8	none	11/20/2020 11:03 AM
9	We haven't made any arrangements	11/19/2020 10:19 PM
10	done at this time pay the rent and hope it doesn't last long	11/19/2020 4:43 PM
11	Our landlord has not been open to making arrangements :(11/19/2020 2:54 PM
12	Nothing yet	11/19/2020 1:39 PM
13	no special arrangements	11/19/2020 11:31 AM
14	None	11/19/2020 10:48 AM
15	I'm paying 100% No arrangements	11/19/2020 4:41 AM
16	Not yet. I hope to.	11/19/2020 2:44 AM
17	haven't addressed yet.	11/18/2020 9:17 PM
18	Nothing was offered for this second phase and I haven't asked. I received one month free rent, new exterior lights and 7 windows replaced due to vandalism. I appreciate the help so far, but I'm aware that things are hard for them too.	11/18/2020 8:57 PM
19	That's an excellent question. I don't believe we have made any special arrangements.	11/18/2020 8:38 PM
20	None	11/18/2020 8:08 PM
21	NA	11/18/2020 6:45 PM
22	Slightly reduced rent until Jan 2021.	11/18/2020 6:42 PM
23	Business as usual	11/18/2020 5:56 PM
24	n/a	11/18/2020 5:46 PM
25	Haven't made any. He was kind and gifted me a month in March, but not sure about the future.	11/18/2020 5:25 PM
26	No special arrangements	11/18/2020 5:22 PM
27	Our landlord and us are in constant communication. Our landlords have told us that they are supportive of us and are willing to help should the need arise.	11/18/2020 5:05 PM
28	N/A . We own the building	11/18/2020 4:56 PM
29	That is above my pay grade at this time.	11/18/2020 4:52 PM

Q6 Did you receive any of the following business support resources?

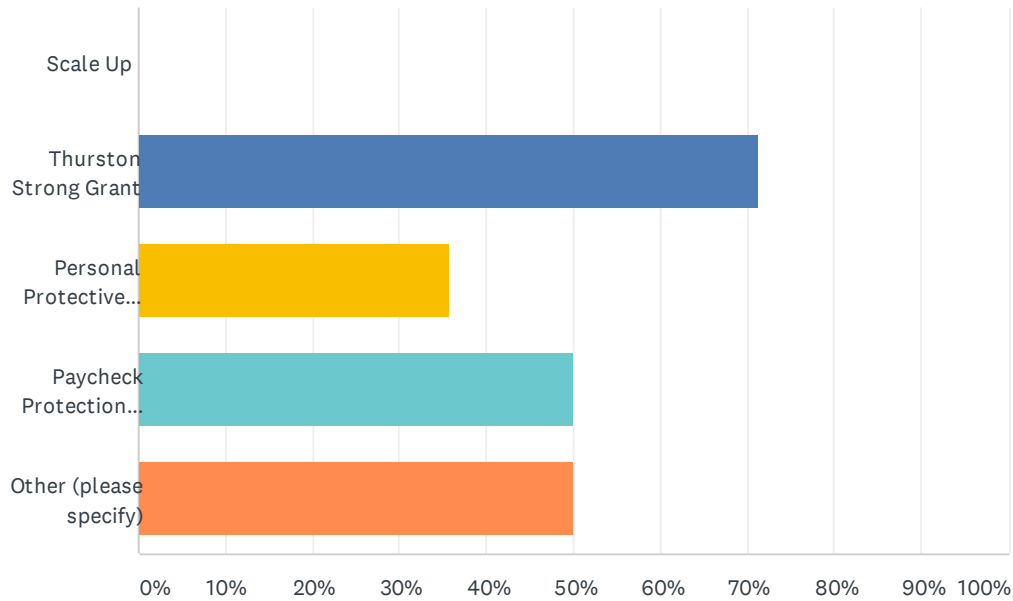
Answered: 24 Skipped: 7



ANSWER CHOICES	RESPONSES	
Scale Up	0.00%	0
Thurston Strong Grant	58.33%	14
Personal Protective Equipment (PPE) Resources	12.50%	3
Paycheck Protection Program Loan (PPP)	29.17%	7
TOTAL		24

Q7 Corrected: Please select all of the following support you have received

Answered: 14 Skipped: 17



ANSWER CHOICES	RESPONSES	
Scale Up	0.00%	0
Thurston Strong Grant	71.43%	10
Personal Protective Equipment (PPE) Resources	35.71%	5
Paycheck Protection Program Loan (PPP)	50.00%	7
Other (please specify)	50.00%	7
Total Respondents: 14		

Q8 Anything else you'd like to share?

Answered: 22 Skipped: 9

4th Quarter Business Survey

#	RESPONSES	DATE
1	November 2020 beat Nov 2019. People want to support local business	12/1/2020 9:09 AM
2	Downtown business owners should receive free parking	11/30/2020 10:07 PM
3	We used our Thurston Strong grant to install a new needle-point bi-polar ionization filter system to inactivate the Covid-19 virus by 99.4%.	11/30/2020 8:30 PM
4	We miss the nightlife! We should also have ongoing conversations about the impact of social services (street feeds, drop-offs and pick-ups) and how to all stay well informed and good neighbors to each other.	11/30/2020 4:53 PM
5	All the lights downtown are so nice. I appreciate the extra efforts	11/25/2020 11:32 AM
6	Just hope we can all make this thru this trying time	11/20/2020 11:03 AM
7	We've lost over \$150K in sales so far this year (about a quarter of our typical annual sales), but we've managed to stay in ok shape financially by scaling back spending, applying for whatever assistance made sense for us, and crowdsourcing a loan by selling gift certificates via GoFundMe. We've also begun selling on online marketplaces that we never had time to use before. Our store has actually been overwhelmingly busy when we have been open, and our biggest concern is figuring out the safest and most effective ways to serve everyone who wants to shop with us this holiday season without having to just turn a lot of people away. We have kept our capacity limit at 25% the entire time, since reopening in June, and have required masks and hand sanitizer use as well. And we have no plans to let up on these precautions until the pandemic has clearly passed. We expect to see a \$20K to \$30K drop in sales this December due to capacity issues, but we would rather lose sales that have a packed store.	11/19/2020 10:19 PM
8	Hope we all get through this and everyone can remain in business and open.	11/19/2020 4:43 PM
9	I think it would be helpful to offer free parking throughout November and December this year, to incentivize downtown shopping.	11/19/2020 11:31 AM
10	No	11/19/2020 4:41 AM
11	This is hard. Thanks for trying to help.	11/19/2020 2:44 AM
12	It is frustrating since we opened on July 1st, in the middle of the pandemic, that we cannot qualify for any sort of help because all help is based on being open BEFORE the pandemic.	11/18/2020 9:17 PM
13	We really need folks to understand that a lot of businesses are still open and operating, a lot of people misunderstood the new restrictions and believe a ton of places to be closed. We very much look forward to all of the additional lighting and decor downtown; we need all of the help we can get in making downtown approachable!	11/18/2020 8:38 PM
14	This sucks. Between the vandalism, rioters, homelessness, and the second wave of shutdown/restrictions, it's clear Inslee is bent on crippling small businesses. It's bad enough my customers don't want to come downtown anymore.	11/18/2020 8:08 PM
15	The customers need to know that most retail stores are open and following the rules. Press releases by the city and shopping Downtown by council and city employees would be very helpful.	11/18/2020 6:45 PM
16	Also received some PPE for a fundraiser from Thurston Strong.	11/18/2020 6:42 PM
17	Also received PPE and Thurston Strong Grant.	11/18/2020 6:38 PM
18	☺☺☺	11/18/2020 5:56 PM
19	The homeless scene downtown continues to be the number one detractor to our business levels.	11/18/2020 5:46 PM
20	I am so grateful to receive the Grant from Thurston County. It is going to help me get through. My freezer just went down and now I can afford to replace it.	11/18/2020 5:25 PM
21	All from #6 (it only let's you pick one)	11/18/2020 5:22 PM
22	We are collecting tips and distributing them to our furloughed staff.	11/18/2020 4:52 PM



PBIA Advisory Board

Downtown Marketing Investment

Agenda Date: 4/28/2021
Agenda Item Number: 6.C
File Number: 21-0419

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

Title

Downtown Marketing Investment

Recommended Action

Discussion only, no action requested.

Report

Issue:

Discussion on the PBIA's marketing budget.

Staff Contact:

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

Presenter(s):

Danielle Ruse, PBIA Chair

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

In 2019 the PBIA allocated \$15,000 of its unspent funds and \$4,600 of its existing budget to develop a marketing campaign on the theme “#WhyIGoDowntown”. By amending an existing marketing contract with the Downtown Alliance, the PBIA was able to work with Mosaic Marketing to produce multiple short videos featuring different Downtown enthusiasts speaking to why Downtown is important to them.

Due to COVID-19, the work was paused. Just \$9,600 of the contract budget was spent, leaving \$10,000 remaining. This amount was carried over into the PBIA's 2021 budget, however this scope of work is no longer on the City's marketing contract with the Alliance. The board will discuss uses for these marketing funds, and a preferred pathway towards achieving these goals.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Amend the City's current marketing contract as before to resume work with the Alliance and Mosaic

2. Issue a request for proposal/qualifications relating to new marketing development
3. Do not proceed with marketing work and fold budget into contingency fund

Financial Impact:

There is \$10,000 budgeted for this project.

Attachments:

None.



PBIA Advisory Board

Round Table Discussion

Agenda Date: 4/28/2021
Agenda Item Number: 8.A
File Number: 21-0415

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

Title

Round Table Discussion

Report

Issue:

Board discussion of downtown issues

Staff Contact:

Max DeJarnatt, Senior Program Specialist, 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

