



# Meeting Agenda

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Max DeJarnatt  
360.570.3723

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**Wednesday, May 26, 2021**

**5:30 PM**

**Online & via phone**

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**Meeting Link:**

[https://us02web.zoom.us/j/88945842551?](https://us02web.zoom.us/j/88945842551?pwd=cmpwT2d5NnIRWGM1czhOcmpzTVdlZz09)  
[pwd=cmpwT2d5NnIRWGM1czhOcmpzTVdlZz09](https://us02web.zoom.us/j/88945842551?pwd=cmpwT2d5NnIRWGM1czhOcmpzTVdlZz09)

**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

**3.A** [21-0537](#) Approval of April 28, 2021 PBIA Advisory Board Meeting Minutes

**Attachments:** [Draft PBIA Minutes 04282021](#)

**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** [21-0538](#) City Response to Broken Windows

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

**6.C** [21-0539](#) PBIA Lighting Investments

**6.D** [21-0540](#) PBIA Quarterly Survey

**Attachments:** [Q2 Draft Survey](#)

**7. REPORTS****8. OTHER TOPICS****8.A** [21-0541](#) 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 April 28, 2021 PBIA Advisory Board Meeting Minutes

**Agenda Date:** 5/26/2021  
**Agenda Item Number:** 3.A  
**File Number:**21-0537

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

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**Title**

Approval of April 28, 2021 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

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**Wednesday, April 28, 2021**

**6:00 PM**

**Online and via phone**

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**1. CALL TO ORDER**

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

**1.A ROLL CALL**

**Present:** 9 - Chair Danielle Ruse, Boardmember Johnny Atlas, Boardmember Heather Chambers, Boardmember Konrad Bruns, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Janis Dean, Vice Chair Melissa Hammond and Boardmember Shannon Tiegs

**Excused:** 2 - Boardmember Anne Gavzer and Boardmember David Rauh

**Absent:** 1 - Boardmember Oliver Stormshak

**1.B OTHERS PRESENT**

Community Planning and Development Staff:

Program and Planning Supervisor Amy Buckler  
PBIA Staff Liaison Max DeJarnatt

**2. APPROVAL OF AGENDA**

**The agenda was approved.**

**3. APPROVAL OF MINUTES**

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

**The minutes were approved.**

**4. PUBLIC COMMENT - None**

**5. ANNOUNCEMENTS**

Ms. Buckler shared announcements about the Restaurant Revitalization Fund, Ratepayer Assessment deferrals, the Franklin Street Improvement Project and new boardmember Shannon Tiegs.

## 6. BUSINESS ITEMS

### 6.A [21-0414](#) Vote to Fill Board Vacancy

**Boardmember Tiegs moved, seconded by Boardmember David to appoint Jamie Vulva to term ending 12/31/2022. The motion passed unanimously.**

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

Vice Chair Hammond and Ms. Buckler shared a presentation and potential safety questions from Mike Reid.

**The discussion was completed.**

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

**The discussion was tabled until the next upcoming PBI meeting on May 26th.**

## 7. REPORTS

Boardmember David reported about the PBI/Arts Commission collaboration for a Downtown Art investment.

## 8. OTHER TOPICS

### 8.A [21-0415](#) Round Table Discussion

Boardmembers discussed several topics including mural preservation, guided tours and free wall spaces to reduce graffiti.

**The discussion was completed.**

## 9. ADJOURNMENT

The meeting adjourned at 7:31 p.m.



## PBIA Advisory Board

### City Response to Broken Windows

**Agenda Date:** 5/26/2021  
**Agenda Item Number:** 6.A  
**File Number:** 21-0538

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

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**Title**

City Response to Broken Windows

**Recommended Action**

Information only. No action requested.

**Report**

**Issue:**

Discussion on the Fire Department's response to broken windows.

**Staff Contact:**

Mike Buchanan, Assistant Fire Chief & Fire Marshal, Fire Department, 360.791.2963

**Presenter(s):**

Mike Buchanan, Assistant Fire Chief & Fire Marshal

**Background and Analysis:**

Recent conversations among Downtown business owners regarding a spate of broken windows have been brought to City Staff's attention. In an effort to clarify the City's emergency response to broken windows, Assistant Fire Chief Mike Buchanan will discuss OFD's broken window policy.

**Neighborhood/Community Interests (if known):**

N/A

**Options:**

Discussion only.

**Financial Impact:**

Discussion only.

**Attachments:**

None.



## PBIA Advisory Board

### Downtown Marketing Investment

**Agenda Date:** 5/26/2021  
**Agenda Item Number:** 6.B  
**File Number:** 21-0419

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

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**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

### PBIA Lighting Investments

**Agenda Date:** 5/26/2021  
**Agenda Item Number:** 6.C  
**File Number:** 21-0539

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

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**Title**

PBIA Lighting Investments

**Recommended Action**

Information only. No action requested.

**Report**

**Issue:**

Discussion on potential lighting investments Downtown.

**Staff Contact:**

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

**Presenter(s):**

Max DeJarnatt, PBIA Staff Liaison

**Background and Analysis:**

The PBIA board has budgeted \$8,000 for lighting improvements Downtown in 2021. Last year, the board expanding Downtown lighting by funding infrastructure to support holiday tree lighting. This year, the PBIA funded an extension to the festival lighting on Washington between 5<sup>th</sup> and Legion.

To continue the lighting expansion, the PBIA should consider one or more opportunities recommended by staff and/or others suggested during the meeting. The recommended areas are:

- Festival lighting on 5th Ave between Capitol and Columbia
- Festival Lighting on Columbia between 5th and 4th
- Festival Lighting on Washington Street between 4th and State
- Awning lighting on the Chambers Building (Capitol and 4th)
- Awning lighting on the Goldberg Building (Capitol and 4th)
- CPTED parking lot lighting for "Blue Lot" w/ PBIA Mural "A Dance with Meaning"

Once prioritized, staff will seek cost estimates and return to the board for approval.

**Neighborhood/Community Interests (if known):**

N/A

**Options:**

1. Prioritize lighting expansion projects
2. Do not prioritize lighting expansion projects at this time

**Financial Impact:**

The PBIA has roughly \$7,300 for additional lighting projects.

**Attachments:**

None.



## PBIA Advisory Board

### PBIA Quarterly Survey

**Agenda Date:** 5/26/2021  
**Agenda Item Number:** 6.D  
**File Number:** 21-0540

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

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**Title**

PBIA Quarterly Survey

**Recommended Action**

Information only. No action requested.

**Report**

**Issue:**

Discussion on the drafted quarterly PBIA survey

**Staff Contact:**

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

**Presenter(s):**

Max DeJarnatt

**Background and Analysis:**

The PBIA sends brief, quarterly surveys to its ratepayers to gain insight about the health of the Downtown economy. The survey results are reviewed by the PBIA board and City Council members.

At its April meeting, the PBIA developed questions to elicit input about Downtown lighting and marketing. Attached are the questions. The board will review the questions and direct staff to launch or revise the survey.

**Neighborhood/Community Interests (if known):**

N/A

**Attachments:**

Draft 2<sup>nd</sup> Quarter Business Survey

## 2nd Quarter Business Survey

Many factors go into where and when the City can improve lighting (existing conditions, infrastructure, costs, etc.) PBIA may be receiving additional one-time funds from the City for a special project aimed at welcoming visitors back to downtown as the pandemic wanes. One area we are exploring is improving safety and sense of safety through lighting. We will share your ideas with the City.

1. Would you like to see more lighting like the overhead "festival" lighting currently strung over Washington and 5th Ave?

☐ Yes

☐ No

2. Would you like to see night lighting to enhance murals and as a byproduct better illuminate alleys and parking lots?

☐ Yes

☐ No

3. What ideas do you have for lighting improvements (be as specific as possible about needed locations)?

4. How well lit is the area by your business at night? Please provide general location of your business (nearby street intersections, near corner, midway of block)

Next

## 2nd Quarter Business Survey

## Marketing Investment

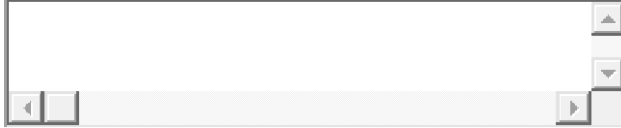
While we have your attention, we'd like to ask a few questions about Downtown marketing.

5. Have you seen the Why I Go Downtown promotional videos?

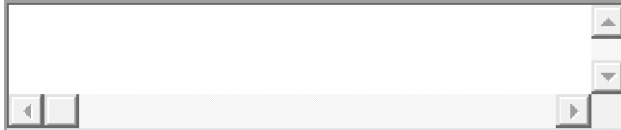
☐ Yes

☐ No

6. Thinking about continuing the Why I Go Downtown promotional campaign, what ideas do you have for next steps in the campaign (examples: bill board, self guided mural tour)

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7. Anything else you'd like to share?

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## PBIA Advisory Board

### Round Table Discussion

**Agenda Date:** 5/26/2021  
**Agenda Item Number:** 8.A  
**File Number:** 21-0541

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

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**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

