



# 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, July 28, 2021

5:30 PM

Online & via phone

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**Meeting link:**

[https://us02web.zoom.us/j/89302115439?](https://us02web.zoom.us/j/89302115439?pwd=cnVTUzNudGNhbWJLaE1DLzExT3cydz09)  
[pwd=cnVTUzNudGNhbWJLaE1DLzExT3cydz09](https://us02web.zoom.us/j/89302115439?pwd=cnVTUzNudGNhbWJLaE1DLzExT3cydz09)

**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

**3.A [21-0635](#) Approval of May 26, 2021 PBIA Advisory Committee Meeting Minutes**

**Attachments:** [05262021 PBIA Minutes Draft](#)

**4. PUBLIC COMMENT**

*Submit public comment via email to [PBIA@ci.olympia.wa.us](mailto:PBIA@ci.olympia.wa.us)*

**5. ANNOUNCEMENTS**

**6. BUSINESS ITEMS**

**6.A [21-0639](#) Lighting Improvements**

**Attachments:** [PBIA 2021 Budget v Actual](#)

**6.B [21-0734](#) PBIA Meeting Locations**

**6.C [21-0731](#) PBIA Orientation and Communication**

**7. REPORTS**

**7.A [21-0735](#) PBIA & OAC Subcommittee Report**

**8. OTHER TOPICS**

**8.A [21-0733](#) 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 May 26, 2021 PBIA Advisory Committee Meeting Minutes

**Agenda Date:** 7/28/2021  
**Agenda Item Number:** 3.A  
**File Number:**21-0635

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

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**Title**

Approval of May 26, 2021 PBIA Advisory Committee Meeting Minutes



## Meeting Minutes - Draft

### 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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#### 1. CALL TO ORDER

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

#### 1.A ROLL CALL

**Present:** 9 - Chair Danielle Ruse, Boardmember Konrad Bruns, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Anne Gavzer, Boardmember Oliver Stormshak, Boardmember Shannon Tiegs and Boardmember Jamie Vulva

**Excused:** 2 - Vice Chair Melissa Hammond and Boardmember David Rauh

**Absent:** 2 - Boardmember Johnny Atlas and Boardmember Heather Chambers

#### OTHERS PRESENT

PBIA Staff Liaison Max DeJarnatt  
Assistant Fire Chief Mike Buchanan

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. APPROVAL OF MINUTES

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

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

The minutes were approved.

#### 4. PUBLIC COMMENT - None

#### 5. ANNOUNCEMENTS

Mr. DeJarnatt made an announcement regarding flower baskets.

## 6. BUSINESS ITEMS

### 6.A [21-0538](#) City Response to Broken Windows

Boardmember Buchanan shared information regarding the City's Response to Broken Windows.

**The discussion was completed.**

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

Chair Ruse shared information regarding the Downtown Marketing Investment.

**The discussion was completed.**

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

Mr. DeJarnatt shared information regarding the PBI Lighting Investments.

**The discussion was completed.**

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

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

Mr. DeJarnatt shared information regarding the PBI Quarterly Survey.

**The discussion was completed.**

## 7. REPORTS - None

## 8. OTHER TOPICS

### 8.A [21-0541](#) Round Table Discussion

Boardmember Stormshak made a request regarding Downtown resources.

Boardmember Gavzer provided an update regarding the yarn bombing concept.

Chair Ruse requested an updated list of local businesses'.

Boardmember David inquired about longer term meetings.

**The discussion was completed.**

**9. ADJOURNMENT**

The meeting adjourned at 6:59 p.m.



## PBIA Advisory Board

### Lighting Improvements

**Agenda Date:** 7/28/2021  
**Agenda Item Number:** 6.A  
**File Number:**21-0639

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

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#### **Title**

Lighting Improvements

#### **Recommended Action**

Move to commit \$2,500 of lighting budget for the installation of lighting strands on Columbia, 5<sup>th</sup>, and Washington Streets.

#### **Report**

##### **Issue:**

Whether to spend PBIA budget on lighting improvements Downtown.

#### **Staff Contact:**

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

#### **Presenter(s):**

Max DeJarnatt, PBIA Staff Liaison

#### **Background and Analysis:**

In 2020 the City installed lighting strands on Washington & 5<sup>th</sup> Ave to improve ambiance and visibility. With additional PBIA funds, this program can be expanded. At their May 26<sup>th</sup> meeting staff presented options for additional locations, with board members suggesting other areas. Since then, staff have estimated the material costs for six new block lengths (pictured in attachment) as \$2,500. PBIA will only be responsible for these costs, not labor.

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

N/A

#### **Options:**

1. Authorize the use of PBIA funds for additional overhead strand lighting
2. Do not authorize the use of PBIA funds at this time

#### **Financial Impact:**

Staff estimates lighting costs as \$2,500.

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

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**Attachments:**

2021 Budget vs Actual Expenditures

## PBIA - 2021 Budget

Program	Category	2021 Budget	2021 Actual	+/- \$	%
Ambassadors & Clean Team	Clean & Safe	\$ 43,500	\$ 21,750	\$ 21,750	50%
Mural protection	Clean & Safe	\$ 1,500	\$ -	\$ 1,500	0%
Extra alley flushings	Clean & Safe	\$ 1,200	\$ -	\$ 1,200	0%
Flower baskets	Streetscape Beautification	\$ 5,400	\$ 4,560	\$ 840	84%
Flower basket watering	Streetscape Beautification	\$ 18,000	\$ -	\$ 18,000	0%
Art/photos in windows	Streetscape Beautification	\$ 2,500	\$ 1,000	\$ 1,500	40%
Lighting	Streetscape Beautification	\$ 8,000	\$ 848	\$ 7,152	11%
4th quarter (formerly 'Twinklefest')	Marketing	\$ 6,000	\$ -	\$ 6,000	0%
Event sponsorships	Marketing	\$ 7,000	\$ 1,985	\$ 5,015	28%
Administration	Administration	\$ 2,000	\$ -	\$ 2,000	0%
Contingency	Contingency	\$ 4,350	\$ -	\$ 4,350	0%
#WhyIGoDowntown	Marketing	\$ 10,000	\$ -	\$ 10,000	0%
<b>TOTAL BUDGET</b>		<b>\$ 109,450</b>	<b>\$ 30,143</b>	<b>\$ 79,307</b>	<b>28%</b>



## PBIA Advisory Board

### PBIA Meeting Locations

**Agenda Date:** 7/28/2021  
**Agenda Item Number:** 6.B  
**File Number:**21-0734

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

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**Title**  
PBIA Meeting Locations

**Recommended Action**  
None

**Report Issue:**  
Whether to continue meeting remotely or return to meeting regularly at City Hall.

**Staff Contact:**  
Max DeJarnatt, Staff Liaison, Community Planning & Development, 360.570.3723

**Presenter(s):**  
Max DeJarnatt, Staff Liaison, 360.570.3723

**Background and Analysis:**  
During the COVID-19 shutdown, City advisory committees transitioned to meeting remotely, via Zoom. As the City returns to normal operations, each advisory committee is invited to decide whether to continue meeting remotely or meet in person.

Currently there are scheduling conflicts with large meeting rooms in City Hall on the fourth Wednesday of each month. If the committee chooses to meet in person, it should consider changing its meeting dates as well.

While there isn't the capacity to hold hybrid meetings, with some remote and some in person, meetings may be a mix with some remote and some in person.

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

**Options:**

1. Meeting in person at City Hall on a different day of the month
2. Continuing to meet remotely
3. Continue meeting remotely, with in-person meetings as needed

**Financial Impact:**

N/A

**Attachments:**

None



## PBIA Advisory Board

### PBIA Orientation and Communication

**Agenda Date:** 7/28/2021  
**Agenda Item Number:** 6.C  
**File Number:**21-0731

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

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**Title**

PBIA Orientation and Communication

**Recommended Action**

Information only. No action requested.

**Report**

**Issue:**

Discussion on PBIA orientation, communication and responsibilities.

**Staff Contact:**

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

**Presenter(s):**

Max DeJarnatt, Staff Liaison, 360.570.3723

**Background and Analysis:**

The PBIA Advisory Committee has recently grown from nine to thirteen. This discussion is meant to briefly orient new members on expectations, policies, and procedures of their new role. Topics will include use of city email, Open Public Meeting Act training, and orientation to resources on the City's webpage.

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

N/A

**Options:**

N/A - Discussion only.

**Financial Impact:**

N/A

**Attachments:**

None



## PBIA Advisory Board

### PBIA & OAC Subcommittee Report

**Agenda Date:**  
**Agenda Item Number: 7.A**  
**File Number:21-0735**

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

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**Title**

PBIA & OAC Subcommittee Report

**Recommended Action**

Information only. No action requested.

**Report**

**Issue:**

Report on the PBIA/OAC subcommittee

**Staff Contact:**

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

**Presenter(s):**

Board members Danielle Ruse, Jacob David, Anne Gavzer

**Background and Analysis:**

Members of the PBIA board have joined with Arts Commission members to form a subcommittee with the objective to direct investment in Downtown art. Subcommittee members will report out to the rest of the board on the progress of the effort.

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

N/A

**Options:**

Discussion only.

**Financial Impact:**

N/A

**Attachments:**

None.



## PBIA Advisory Board Round Table Discussion

**Agenda Date:** 7/28/2021  
**Agenda Item Number:** 8.A  
**File Number:**21-0733

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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, Staff Liaison, 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

