



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, September 22, 2021

5:30 PM

Online & via phone:

Meeting link: <https://us02web.zoom.us/j/82869466578?pwd=V3kzbzh0bWVvZkhzVEpUeHhneXoyUT09>

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [21-0913](#) Approval of August 25, 2021 PBIA Advisory Committee Meeting Minutes

Attachments: [08252021 PBIA Minutes Draft](#)

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 [21-0911](#) Downtown New Business Welcome Packet

Attachments: [PBIA Partnership Proposal](#)

6.B [21-0908](#) Drafting the 2022 Budget

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

7. REPORTS

8. OTHER TOPICS

8.A [21-0912](#) 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 August 25, 2021 PBIA Advisory Committee Meeting Minutes

Agenda Date: 9/22/2021
Agenda Item Number: 3.A
File Number:21-0913

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

Title

Approval of August 25, 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

Wednesday, August 25, 2021

5:30 PM

Online & via phone:

1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:31 p.m.

1.A ROLL CALL

Present: 10 - Chair Danielle Ruse, Boardmember Konrad Bruns, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Anne Gavzer, Vice Chair Melissa Hammond, Boardmember David Rauh, Boardmember Oliver Stormshak and Boardmember Shannon Tiegs

Absent: 3 - Boardmember Johnny Atlas, Boardmember Heather Chambers and Boardmember Jamie Vulva

OTHERS PRESENT

PBIA Staff Liaison Max DeJarnatt
Downtown Ambassador Katherine Trahan

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [21-0830](#) Approval of July 28, 2021 PBIA Advisory Committee Meeting Minutes

Attachments: [07282021 Minutes_Draft](#)

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS - None

6. BUSINESS ITEMS

6.A [21-0826](#) Ambassador Program Update

Ms. Trahan shared an update on the Ambassador Program.

The discussion was completed.

6.B [21-0821](#) Twinklefest Planning

Mr. DeJarnatt and Chair Ruse shared information regarding Twinklefest planning.

The discussion was completed.

6.C [21-0823](#) 2021 Q3 Event Sponsorships

Attachments: [MIXX96 Halloween](#)

Mr. DeJarnatt shared information regarding the third quarter event sponsorship.

Boardmember Bruns moved, seconded by Boardmember David to provisionally approve \$1000 sponsorship for the Downtown Halloween Mixx96 event. The motion passed unanimously.

6.D [21-0827](#) TJ Potter Mural Restoration

Mr. DeJaratt shared a presentation regarding the TJ Potter Mural restoration.

Boardmember Tiegs moved, seconded by Boardmember Bruns to approve \$3000 for repairs of the TJ Potter Mural.

6.E [21-0828](#) Ring Dance Sculpture Relocation

Attachments: [Potential Ring Dance Locations](#)

Mr. DeJarnatt shared information regarding the Ring Dance sculpture relocation.

The discussion was completed.

6.F [21-0822](#) Drafting the 2022 Budget

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

The discussion was tabled.

7. REPORTS

Chair Ruse reported on work done with the Olympia Arts Commission regarding the mural tours.

8. OTHER TOPICS

8.A [21-0832](#) Round Table Discussion

The discussion was tabled.

9. ADJOURNMENT

The meeting adjourned at 7:00 p.m.



PBIA Advisory Board

Downtown New Business Welcome Packet

Agenda Date: 9/22/2021
Agenda Item Number: 6.A
File Number: 21-0911

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

Title

Downtown New Business Welcome Packet

Recommended Action

Move to sponsor Downtown New Business Welcome Packet with \$1,000 of Contingency or Marketing dollars

Report

Issue:

Whether to fund a New Business Welcome Packet produced by the Downtown Alliance

Staff Contact:

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

Presenter(s):

Jeff Barrett, Member of Downtown Alliance's Economic Vitality Committee

Background and Analysis:

This Summer the PBIA expressed interest in an updated business resource list. At the same time, the Downtown Alliance's Economic Vitality Committee has been designing a similar resource package, modeled after other downtown organizations' efforts. Sponsorship funds will go to costs and initial website start up costs.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Sponsor the New Business Welcome Packet at \$1,000 using marketing and/or contingency budget
2. Do not sponsor the New Business Welcome Packet at this time

Financial Impact:

\$1,000 of either Marketing or Contingency, or a combination

Attachments:

PBIA Partnership Proposal



NEW BUSINESS WELCOME PACKAGE PARTNERSHIP PROPOSAL

Jeff Barrett

2021-09

New Business Welcome Package

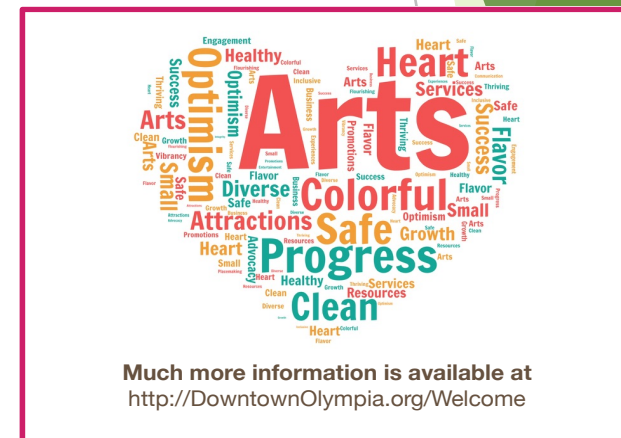
- ▶ What Is It
- ▶ Who's Doing It
- ▶ Partnership Proposal

2021-07-01

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What Is This?

- ▶ New Business Welcome Package
 - ▶ *Collection of welcome letters, doing-business information, and resources for new businesses in downtown Olympia*
 - ▶ Targeted at new businesses, but available to all
- ▶ Content is in two parts:
 - ▶ Handout Folder
 - ▶ Glossy 2 pocket folder containing welcome letters from the City of Olympia, PBIA, and the ODA
 - ▶ Postcard with web site address
 - ▶ Downtown Ambassadors, Clean Team, and ODA Guides handouts
 - ▶ Deliberately modest in size - with the intent that it will be looked at, and not overwhelm the audience
 - ▶ Web Site
 - ▶ This will contain the bulk information about downtown resources
 - ▶ Easily editable & expandable



Much more information is available at
<http://DowntownOlympia.org/Welcome>

Reminder Card Example
Card is being designed by a graphic artist

2021-07-01

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Who's Doing This

- ▶ Jeff Barrett is putting this together as a volunteer project
- ▶ Input has been solicited from business and organizations around downtown
- ▶ ODA Economic Vitality Committee has provided most of the ongoing feedback

2021-07-01

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PBIA Partnership Proposal

- ▶ Request is for \$1,000 from PBIA
- ▶ This would help cover costs of printing the two-pocket folders and the reminder post card, and initial web site creation
- ▶ PBIA designated logo will appear on folder and reminder card along with the ODA logo

2021-07-01

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Backup Info

2021-07-01

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Community Resource Web Examples

► Downtown Bellingham

- Excellent example of partnerships advocating for downtown business with tools to support getting started
- <https://www.downtownbellingham.com/live-work/#contact-our-retail-advocate>

► Downtown Boulder

- Solid example of links to resources
- <https://boulderdowntown.com/business/business-resources>

► Downtown Boise

- Map-based links to resources
- <https://downtownboise.org/do-business/professional-services/>

► Downtown Prosser, WA

- Facade improvement grants, historic preservations, business-to-business links
- <https://historicprosser.com/resources/facade-improvements/>

2021-07-01

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PBIA Advisory Board

Drafting the 2022 Budget

Agenda Date: 9/22/2021
Agenda Item Number: 6.B
File Number: 21-0908

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

Title

Drafting the 2022 Budget

Report

Issue:

Review steps for drafting the 2022 Budget

Staff Contact:

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

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

A primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan and budget. The City Council has a role to review and adopt both. The Board develops a recommended budget first, followed by a work plan that may include additional items not associated with the budget such as informational briefings.

PBIA funds are based on the total assessment of ratepayers and are limited. The total 2021 assessment was budgeted as \$55,950. This amount supported a budget of \$99,450 thanks to a contribution made by Council of \$43,500, offsetting each ratepayer's assessment by roughly 45%.

Staff is estimating between \$105,000 and \$110,000 in assessments for 2022, although not all assessments are collected each year. During its September and October meetings, the board will refine its budget based on this total revenue forecast and submit their final draft budget to Council in early November.

The recommended work plan is due in February. The work plan is informed by the budget but is broader in scope. It comprises how PBIA meeting time will be used, the role and commitment of PBIA board members, the deliverable, timing and budget implications. Having a work plan helps to ensure focus, transparency and proactive consideration of the needed resources to carry out each initiative.

Neighborhood/Community Interests (if known):

PBIA Ratepayers

Financial Impact:

PBIA's anticipated 2022 budget is not yet known.

Attachments:

2021 Budget vs Actual

PBIA - 2021 Budget vs. Actual

Program	Category	2021 Budget	2021 Actual	+/- \$	%
Ambassadors & Clean Team	Clean & Safe	\$ 43,500	\$ 29,000	\$ 14,500	67%
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	\$ 3,154	\$ 14,846	18%
Art/photos in windows	Streetscape Beautification	\$ 2,500	\$ 1,000	\$ 1,500	40%
Lighting	Streetscape Beautification	\$ 8,000	\$ 1,049	\$ 6,951	13%
4th quarter (formerly 'Twinklefest')	Marketing	\$ 6,000	\$ -	\$ 6,000	0%
Event sponsorships	Marketing	\$ 7,000	\$ 2,000	\$ 5,000	29%
Administration	Administration	\$ 2,000	\$ -	\$ 2,000	0%
Contingency	Contingency	\$ 4,350	\$ 3,000	\$ 1,350	69%
TOTAL BUDGET		\$ 99,450	\$ 43,762	\$ 55,688	44%

Row Labels	Sum of NETAMT
Administration	\$0.00
Administration	\$0.00
CIGARETTE CANISTERS	\$0.00
Clean & Safe	\$29,000.00
Ambassadors & Clean Team	\$29,000.00
AMBASSADOR SUPPORT	\$3,625.00
MNTHLY TRNSFR - AMBASS &	\$3,625.00
MNTHLY TRNSFR - AMBASSADR	\$3,625.00
MONTHLY REOCCURRING TRNSF	\$3,625.00
MONTHLY SUPPORT TRANSFR	\$7,250.00
MONTHLY TRNSFRS	\$7,250.00
Marketing	\$2,000.00
Event sponsorships	\$2,000.00
2021 ARTS WALK SPONSOR	\$1,000.00
SHOP AND DINE SPONSORSHIP	\$1,000.00
Streetscape Beautification	\$9,762.27
Art/photos in windows	\$1,000.00
SPONSORSHIP OF ART	\$1,000.00
Flower basket watering	\$3,153.71
PAYROLL SUMMARY	\$3,153.71
Flower baskets	\$4,560.00
MIXED CITY BASKET	\$4,560.00
Lighting	\$1,048.56
15A 125V, EYEWARE, LOCKNG	\$169.32
AIRCRAFT CABLE	\$136.06
LOCKING CABLE TIE	\$55.96
WASH STREET LIGHT PROJ	\$76.80
WWW COSTCO COM	\$410.22
FESTOON LIGHTS	\$200.20



PBIA Advisory Board

Round Table Discussion

Agenda Date: 9/22/2021
Agenda Item Number: 8.A
File Number: 21-0912

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

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

