



# 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, October 27, 2021**

**6:30 PM**

**Online and via phone:**

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Meeting link: [https://us02web.zoom.us/j/82742328971?](https://us02web.zoom.us/j/82742328971?pwd=YTBPaUhmZVV6NjBXRUFiWUNKdjhlQT09)  
[pwd=YTBPaUhmZVV6NjBXRUFiWUNKdjhlQT09](https://us02web.zoom.us/j/82742328971?pwd=YTBPaUhmZVV6NjBXRUFiWUNKdjhlQT09)

**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

**3.A** [21-1038](#) Approval of September 22, 2021 PBIA Advisory Committee Meeting Minutes

Attachments: [09222021 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** [21-1039](#) Holiday Lighting

**6.B** [21-1035](#) Formation of a Nomination Committee for Upcoming Elections

Attachments: [PBIA Code 3.62](#)  
[PBIA Bylaws \(link - PDF\)](#)

**6.C**     [21-1036](#)     Finalize the 2022 Budget

**Attachments:**    [PBIA 2021 Budget v Actual](#)  
                         [DRAFT 2022 Budget](#)

**7.        REPORTS****8.        OTHER TOPICS****8.A**     [21-1041](#)     Round Table Discussion - None**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 September 22, 2021 PBIA Advisory Committee Meeting Minutes

**Agenda Date:** 10/27/2021  
**Agenda Item Number:** 3.A  
**File Number:**21-1038

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

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..Title

Approval of September 22, 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, September 22, 2021**

**5:30 PM**

**Online & via phone:**

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#### 1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:30 p.m.

#### 1.A ROLL CALL

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

**Excused:** 1 - Vice Chair Melissa Hammond

**Absent:** 3 - Boardmember Johnny Atlas, Boardmember Heather Chambers and Boardmember Alana Carr

#### OTHERS PRESENT

PBIA Staff Liaison Max DeJarnatt

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. APPROVAL OF MINUTES

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

**Attachments:** [08252021 PBIA Minutes Draft](#)

The minutes were approved.

#### 4. PUBLIC COMMENT - None

#### 5. ANNOUNCEMENTS

Mr. DeJarnatt shared an announcement regarding new staff on the Downtown Ambassador team as well as information regarding their schedules.

## 6. BUSINESS ITEMS

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

**Attachments:** [PBI Partnership Proposal](#)

Mr. DeJarnatt shared a handout regarding the 2021 PBI partnership proposal and the new business welcome packet.

**Chair Ruse moved, seconded by Boardmember Dean to fund 50% of the total budget, up to \$1000 with a reporting and collaboration contingency. The motion passed unanimously.**

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

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

Mr. DeJarnatt shared a presentation regarding the 2022 PBI Budget.

**The discussion was completed.**

## 7. REPORTS - None

## 8. OTHER TOPICS

### 8.A [21-0912](#) Round Table Discussion - None

**The discussion was not held.**

## 9. ADJOURNMENT

The meeting adjourned at 7:15 p.m.



## PBIA Advisory Board

### Holiday Lighting

**Agenda Date:** 10/27/2021  
**Agenda Item Number:** 6.A  
**File Number:** 21-1039

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

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**..Title**

Holiday Lighting

**..Recommended Action**

Move to sponsor holiday lighting efforts

**..Report**

**Issue:**

Whether to sponsor holiday lighting efforts with Lighting and/or 4th Quarter marketing budget

**Staff Contact:**

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

**Presenter(s):**

Todd Cutts, Executive Director, Downtown Alliance

**Background and Analysis:**

Last year the PBIA supported the Alliance's initiative to install tree lighting by outfitting lamp poles with suitable power outlets. In addition to tree lighting, this year the Alliance is hoping to partner with the PBIA for additional lighting displays.

The Board will be presented with options for enhanced lighting displays, and asked to vote on supporting one or more of them.

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

N/A

**Options:**

Sponsor one or more of the Alliance's holiday lighting proposals

Do not sponsor the lighting proposal(s) at this time

**Financial Impact:**

There is roughly \$5,000 remaining in the lighting budget, and \$6,000 in the 4th quarter marketing budget.

**Attachments:**

None.



## PBIA Advisory Board

### Formation of a Nomination Committee for Upcoming Elections

**Agenda Date:** 10/27/2021  
**Agenda Item Number:** 6.B  
**File Number:** 21-1035

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

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**..Title**

Formation of a Nomination Committee for Upcoming Elections

**..Recommended Action**

Move to establish a nominating committee to solicit prospective new PBIA advisory board members to stand for election in November. Name the members.

**..Report**

**Issue:**

The Board needs to establish a nominating committee to solicit prospective new PBIA advisory board members to stand for election in November.

**Staff Contact:**

Max DeJarnatt, Program Analyst, PBIA Liaison, 360.570.3723

**Presenter(s):**

Max DeJarnatt

Danielle Ruse, PBIA Chair

**Background and Analysis:**

Tonight, the PBIA needs to determine who from the Board will serve on a nominating committee that will be tasked with soliciting prospective new board members to stand for election in November. The Board should also identify a lead for this committee.

There is no obligation for the nominating Committee to meet together, although it may be helpful to do so to ensure clarity about their role, expectations and timelines, for which staff can provide support. The Committee should report back to the PBIA Board at the November meeting with information about which ratepayers will be included in the election in December.

There are thirteen (13) board members currently seated. City Council is currently in the process of reviewing proposed changes to the PBIA's code (OMC 3.62), which includes a reduction from fifteen (15) to eleven (11) board members. If this change is enacted, the Board will need to fill three (3) positions expiring at the end of this year.

Members whose terms are expiring at the end of this year can be re-elected; these members include:

\* Danielle Ruse, Chair

\* Jacob David

\* Johnny Atlas

\* Melissa Hammond

There is also one (1) unfilled board position with a term expiring at the end of this year.

If the proposed changes are rejected by City Council, the Board will need to fill six (6) positions, including one (1)

currently vacated position with a term expiring at the end of 2022.

Section 3.62.130 of the City's PBIA ordinance (attachment 1) states:

- \* The PBIA Advisory Board shall consist of an odd number totaling at least 15 member representatives of Ratepayers representing a diversity of business classifications, interests, and viewpoints.
- \* The election will be conducted by the Program Manager (i.e., Program Analyst Max DeJarnatt)
- \* 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.

The PBIA Bylaws (attachment 2) establish that each of the three zones should be represented on the advisory board. And Article X describes the procedure for PBIA advisory board elections:

- \* Each year, a nominating committee, shall in September select from among the ratepayers persons to stand for election as Advisory Board members.
- \* Any ratepayer in good standing at the time of the election may be nominated.
- \* Ballots shall be mailed to current ratepayers in good standing (this has traditionally occurred in November.)
- \* Nominees receiving the greatest number of votes of ratepayers are elected.
- \* Newly elected Advisory Board members are installed at the first board meeting in January.
- \* Terms of office shall be January 1-December 31 of each calendar year.
- \* One third of the board members will be elected each year.

There is no limit to the number of terms a Board member can complete so long as they are re-elected for each 3-year term.

Only when there is a vacancy occurring on the advisory board by reason of death, resignation or removal, the position may be filled for the remainder of the term by a majority vote of the remaining members (Bylaws, Section 10.01.03).

Neighborhood/Community Interests (if known):

N/A

Options:

Move to establish a nominating committee to solicit prospective new PBIA advisory board members to stand for election in November. Name the members.

Financial Impact:

N/A

Attachments:

City's PBIA Ordinance ([link](#))

PBIA Bylaws ([link to PDF](#))





## PBIA Advisory Board

### Finalize the 2022 Budget

**Agenda Date:**  
**Agenda Item Number: 6.C**  
**File Number: 21-1036**

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

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..Title  
Finalize the 2022 Budget

..Report  
Issue:  
Review steps for finalizing 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 meeting, the Board drafted a budget based on a projected revenue of \$124,00, which includes a contribution of \$30,000 from City Council dedicated to Downtown recovery efforts through Clean, Safe, and Beautification programs. At its October meeting the Board is asked to vote to finalize this budget, which will then be submitted 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 \$124,000

Attachments:  
Draft 2022 Budget

2021 Budget vs Actual

## PBIA - 2021 Budget vs. Actual

| Program                              | Category           | 2021<br>Budget   | 2021<br>Actual   | +/- \$           | %          |
|--------------------------------------|--------------------|------------------|------------------|------------------|------------|
| Ambassadors & Clean Team             | Clean & Safe       | \$ 43,500        | \$ 32,625        | \$ 10,875        | 75%        |
| Mural protection                     | Clean & Safe       | \$ 1,500         | \$ -             | \$ 1,500         | 0%         |
| Extra alley flushings                | Clean & Safe       | \$ 1,200         | \$ -             | \$ 1,200         | 0%         |
| Flower baskets                       | Streetscape Beauti | \$ 5,400         | \$ 4,560         | \$ 840           | 84%        |
| Flower basket watering               | Streetscape Beauti | \$ 18,000        | \$ 3,937         | \$ 14,063        | 22%        |
| Art/photos in windows                | Streetscape Beauti | \$ 2,500         | \$ 1,531         | \$ 969           | 61%        |
| Lighting                             | Streetscape Beauti | \$ 8,000         | \$ 2,498         | \$ 5,502         | 31%        |
| 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%        |
| <b>TOTAL BUDGET</b>                  |                    | <b>\$ 99,450</b> | <b>\$ 50,151</b> | <b>\$ 49,299</b> | <b>50%</b> |

Approved by PBIA 9/2/2020

Adopted by Council 11/10/2020

| Row Labels                          | Sum of NETAMT      |
|-------------------------------------|--------------------|
| <b>Administration</b>               | <b>\$0.00</b>      |
| <b>Administration</b>               | <b>\$0.00</b>      |
| CIGARETTE CANISTERS                 | \$0.00             |
| <b>Clean &amp; Safe</b>             | <b>\$32,625.00</b> |
| <b>Ambassadors &amp; Clean Team</b> | <b>\$32,625.00</b> |
| 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         |
| AMBASSADOR & CLEAN TEAM             | \$3,625.00         |
| <b>Marketing</b>                    | <b>\$2,000.00</b>  |
| <b>Event sponsorships</b>           | <b>\$2,000.00</b>  |
| 2021 ARTS WALK SPONSOR              | \$1,000.00         |
| SHOP AND DINE SPONSORSHIP           | \$1,000.00         |
| <b>Streetscape Beautification</b>   | <b>\$12,525.93</b> |
| <b>Art/photos in windows</b>        | <b>\$1,530.90</b>  |
| PAYROLL SUMMARY                     | \$530.90           |
| SPONSORSHIP OF ART                  | \$1,000.00         |
| <b>Flower basket watering</b>       | <b>\$3,937.08</b>  |
| PAYROLL SUMMARY                     | \$3,937.08         |
| <b>Flower baskets</b>               | <b>\$4,560.00</b>  |
| MIXED CITY BASKET                   | \$4,560.00         |
| <b>Lighting</b>                     | <b>\$2,497.95</b>  |
| 15A 125V, EYEWARE, LOCKNG           | \$169.32           |
| AIRCRAFT CABLE                      | \$136.06           |
| LOCKING CABLE TIE                   | \$55.96            |
| WASH STREET LIGHT PROJ              | \$76.80            |
| WWW COSTCO COM                      | \$1,859.61         |
| FESTOON LIGHTS                      | \$200.20           |
| <b>Contingency</b>                  | <b>\$3,000.00</b>  |
| <b>Contingency</b>                  | <b>\$3,000.00</b>  |
| CIGARETTE CANISTERS                 | \$0.00             |
| 2017CORR PBIA SUPPORT TRN           | \$3,000.00         |
| <b>Grand Total</b>                  | <b>\$50,150.93</b> |

| Program                  | Category                   | 2021-Budget      | 2021-Actual         | 2021-Remainder      | 2022 Budget |
|--------------------------|----------------------------|------------------|---------------------|---------------------|-------------|
| Administration           | Administration             | \$ 2,000         | \$ -                | \$ 2,000.00         | \$ 2,000    |
| Downtown Recovery Fund   | Clean & Safe               |                  |                     |                     | \$ 30,000   |
| Ambassadors & Clean Team | Clean & Safe               | \$ 43,500        | \$ 32,625.00        | \$ 10,875.00        | \$ 43,500   |
| Mural protection         | Clean & Safe               | \$ 1,500         | \$ -                | \$ 1,500.00         | \$ 1,500    |
| Extra alley flushings    | Clean & Safe               | \$ 1,200         | \$ -                | \$ 1,200.00         | \$ 1,200    |
| Contingency              | Contingency                | \$ 4,350         | \$ 3,000.00         | \$ 1,350.00         | \$ 4,900    |
| Event sponsorships       | Marketing                  | \$ 7,000         | \$ 2,000.00         | \$ 5,000.00         | \$ 7,000    |
| Flower baskets           | Streetscape Beautification | \$ 5,400         | \$ 4,560.00         | \$ 840.00           | \$ 5,400    |
| Flower basket watering   | Streetscape Beautification | \$ 18,000        | \$ 3,875.72         | \$ 14,124.28        | \$ 18,000   |
| Art/photos in windows    | Streetscape Beautification | \$ 2,500         | \$ 1,000.00         | \$ 1,500.00         | \$ 2,500    |
| Lighting                 | Streetscape Beautification | \$ 8,000         | \$ 1,048.56         | \$ 6,951.44         | \$ 8,000    |
| <b>Total</b>             |                            | <b>\$ 93,450</b> | <b>\$ 48,109.28</b> | <b>\$ 45,340.72</b> | <b>\$ -</b> |
| Budget:                  |                            |                  |                     |                     | \$ 124,000  |



## PBIA Advisory Board

### Round Table Discussion - None

**Agenda Date:** 10/27/2021  
**Agenda Item Number:** 8.A  
**File Number:**21-1041

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

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..Title  
Round Table Discussion - None

..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