



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Wednesday, January 4, 2023

6:00 PM

Zoom

Meeting Registration Link:

https://us02web.zoom.us/webinar/register/WN_3u1DArFKQNCMMt7zd0_0tw

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

[23-0022](#) Approval of December 7, 2022 PBIA Meeting Minutes

Attachments: [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

[23-0018](#) Decision on 2023 Chair and Vice Chair and Announcement of Board Election Results

[23-0019](#) After-Action Review of Holiday Makers Market Events and Promotion

Attachments: [Scope of Work](#)
[Makers Events](#)

[23-0020](#) Discussion of 2023 PBIA Work Plan

Attachments: [Draft Work Plan](#)
[PBIA 2023 Budget](#)

[23-0021](#) Annual Ratepayer Meeting

7. REPORTS

8. 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 December 7, 2022 PBIA Meeting Minutes

Agenda Date: 1/4/2023
Agenda Item Number:
File Number:23-0022

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

Title

Approval of December 7, 2022 PBIA Meeting Minutes



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Wednesday, December 7, 2022

5:30 PM

Online and Via Phone

1. CALL TO ORDER

Chair Hammond called the meeting to order at 5:35 p.m.

1.A ROLL CALL

Present: 8 - Chair Melissa Hammond, Boardmember Alden Davis, Boardmember Janis Dean, Boardmember Anne Gavzer, Boardmember Sophia Landis, Boardmember David Rauh, Boardmember Oliver Stormshak and Boardmember Jamie Vulva

Excused: 3 - Vice Chair Jacob David, Boardmember Monique Ossa and Boardmember Kyle Radanovic

Absent: 2 - Boardmember Heather Chambers and Boardmember Shannon Tiegs

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [22-1151](#) Approval of November 2, 2022 PBIA Meeting Minutes

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Ms. Buckler shared that she will be meeting with board members for a check-in.

6. BUSINESS ITEMS

6.A [22-1024](#) Status Update on PBIA Activities

Ms. Buckler and Chair Hammond presented a status update on PBIA activities.

The information was received.

6.B [22-1154](#) Board Administrative Business

Ms. Buckler and Chair Hammond presented a status update on board administrative business items. The Board will meet on the first Wednesday of each month except April

and July at 6:00 p.m.

Boardmember Rauh moved, seconded by Boardmember Gavzer, to approve the proposed 2023 meeting dates and board recruitment procedure. The motion passed unanimously.

6.C [22-1152](#) Briefing on Olympia Strong

Ms. Buckler briefed the Board on Olympia Strong.

The information was received.

7. REPORTS

7.A [22-1153](#) 2022 PBIA Funding Report

The report was postponed and closed.

8. OTHER TOPICS - None

9. ADJOURNMENT

The meeting adjourned at 7:11 p.m.



PBIA Advisory Board

Decision on 2023 Chair and Vice Chair and Announcement of Board Election Results

Agenda Date: 1/4/2023
Agenda Item Number:
File Number:23-0018

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

Title

Decision on 2023 Chair and Vice Chair and Announcement of Board Election Results

Recommended Action

Vote on Chair and Vice Chair positions.

Report

Issue:

Whether to reinstate Melissa Hammond as PBIA Chair and Jacob David and Vice Chair.

Staff Contact:

Amy Buckler, Strategic Projects Manager, PBIA Liaison, 360.280.8947

Presenter(s):

Amy Buckler

Background and Analysis:

Each year in the January, the Board needs to elect a Chair and Vice Chair. Previously, existing Chair Melissa Hammond and Vice Chair Jacob David expressed interest in running for the positions in 2023. At this time, no other board member has expressed an interest.

Staff will also report on the results of the PBIA board member elections that took place online the last two weeks of December.

Neighborhood/Community Interests (if known):

N/A

Options:

Vote on Chair and Vice Chair positions.

Financial Impact:

N/A

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

Attachments:

None



PBIA Advisory Board

After-Action Review of Holiday Makers Market Events and Promotion

Agenda Date: 1/4/2023
Agenda Item Number:
File Number:23-0019

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

Title

After-Action Review of Holiday Makers Market Events and Promotion

Recommended Action

Discussion only.

Report

Issue:

Whether to discuss the results of the Holiday Makers Market Event and Promotion project, a partnership with Olympia Lamplighters

Staff Contact:

Amy Buckler, Strategic Projects Manager, PBIA Liaison, 360.280.8947

Presenter(s):

Avalon Kragness, Olympia Lamplighters

Background and Analysis:

For the 2022 Holiday season, the PBIA partnered with Olympia Lamplighters to organize, oversee and promote 2022 holiday makers events for the Parking and Business Improvement Area (PBIA) and City of Olympia. The scope of work is attached. Also attached is a flyer listing events promoted by Lamplighters.

Avalon Kragness from Lamplighters will be present to discuss the outcome and events and promotion with the Board.

Climate Analysis:

N/A

Equity Analysis:

N/A

Neighborhood/Community Interests (if known):

N/A

Options:

Discussion only.

Financial Impact:

\$6,000 of PBIA funds was directed to this project.

Attachments:

Scope of Work

Makers Events

Exhibit “A”

2022 HOLIDAY MAKERS EVENTS

Scope of Services

Olympia Lamplighters
211 4th Ave E,
Olympia, WA 98501
360-742-3107

Background

Olympia Lamplighters is a local non-profit and Washington State Charity organization that specializes in art, art classes, and events. Our mission is to provide creators and artists of all ages and disciplines a space to engage, inspire, and grow together as an all-inclusive community. As a community space, Olympia Lamplighters has organized different music events, artistic bazaars, makers bazars, and fundraisers, including working with the ODA (Olympia Downtown Alliance) on Summerfest, and working with the Thurston County Chamber of Commerce and their BIPOC division on a Holiday Bazaar.

This event will provide funding to Olympia Lamplighters to implement and promote makers market events in Downtown Olympia during the 2022 holiday season.

Deliverables

Olympia Lamplighters will organize, oversee and promote 2022 holiday makers events for the Parking and Business Improvement Area (PBIA) and City of Olympia.

Olympia Lamplighters will:

- Contact businesses in the Downtown Olympia Area to compile a list of makers markets and sales already occurring during the Holiday Event dates
- Cross Promote all makers sales and events occurring in Downtown Olympia during the 2022 holiday season, including creating promotional materials. At a minimum, promotions will include flyers, radio and social media.
- Organize/Promote makers and artistic bazaars at Olympia Lamplighters and cross promote other makers markets at other locations.
- Assist the ODA with their Winterfest event to set up a maker's market for that date.

Budget

The PBIA will pay Olympia Lamplighters \$6,000.00 to implement this project. These funds will be used to create promotional materials, pay for advertising, and administration costs.

The percentage of budget for each task may vary depending on need and upon mutual City-Lamplighters written agreement (email acceptable), so long as the total cost does not exceed the maximum budget.

Task	Estimated Percentage of Budget
Create promotional materials	30%
Advertising costs (radio advertising, social media, and flyers)	30%
Administrative costs (outreach, coordination, event management)	40%

Hourly rates:

Avalon Kragness: Business Outreach, Organizational Director \$25.00/hr

Ileana Sheremet: Creative Director \$20.00/hr

Gabe Kalfen: Curator and artist outreach \$16.00/hr

Appendix

Olympia Lamplighters non-profit EIN# 85-3857419

Washington State Charity # 2005732

THURSDAY DECEMBER 1ST

Contemporary Arts and Craft Market
LGM Studio 4 - 8 PM

SATURDAY DECEMBER 3RD

A Winter Market

Athena Fitness and Wellness 12 - 4 PM

Bazaar of Lights Art Market

& Rosann Slagel - Massage Therapist
Olympia Lamplighters 11 AM - 6 PM

Contemporary Arts and Craft Market

LGM Studio 11 AM - 5 PM

Holiday Market

LARK 12 - 6 PM

Makers and Growers Market

Underhill Plants 11 AM - 5 PM

SUNDAY DECEMBER 4TH

Contemporary Arts and Craft Market
LGM Studio 11 AM - 5 PM

Plant Swap

Underhill Plants 12 - 2 PM

THURSDAY DECEMBER 8TH

Contemporary Arts and Craft Market
LGM Studio 4 - 8 PM

Oly Night Market

Ricardos 4 - 9 PM

FRIDAY DECEMBER 9TH

A Few of Our Favorite Things
222 Market 5 - 8 PM

SATURDAY DECEMBER 10TH

Contemporary Arts and Craft Market
LGM Studio 11 AM - 5 PM

PBIA Meeting

Downtown OLYMPIA HOLIDAY MAKERS' MARKETS

SUNDAY DECEMBER 11TH

Contemporary Arts and Craft Market
LGM Studio 11 AM - 5 PM

SATURDAY DECEMBER 17TH

Bazaar of Lights Art Market

& Rosann Slagel - Massage Therapist
Olympia Lamplighters 11 AM - 6 PM

Holiday Happy Hour

Brotherhood Lounge 4 - 7 PM

Holiday Market - Food Market

Olympia Coffee Roasting 11 AM - 4 PM

Holiday Market

LARK 12 - 6 PM

Yuletide Troll Market

Cryptatropa Bar 4 PM - 9:30 PM

SUNDAY DECEMBER 18TH

Winter Craft Market

Old School Pizzeria Lot 10 AM - 3 PM

THURSDAY DECEMBER 22ND

Contemporary Arts and Craft Market
LGM Studio 4 - 8 PM

Oly Night Market

Ricardos 4 - 9 PM

FRIDAY DECEMBER 23RD

Contemporary Arts and Craft Market
LGM Studio 3 - 8 PM

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PBIA Advisory Board

Discussion of 2023 PBIA Work Plan

Agenda Date: 1/4/2023
Agenda Item Number:
File Number:23-0020

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

Title

Discussion of 2023 PBIA Work Plan

Recommended Action

Discuss the 2023 PBIA Work Plan

Report

Issue:

Discussion only

Staff Contact:

Amy Buckler, Strategic Projects Manager, PBIA Liaison, 360.280.8947

Presenter(s):

Amy Buckler

Background and Analysis:

Each year the PBIA completes an annual work plan and submits it to the City Council for review. This year the Council is asking that committees submit their work plans no later than March 10. The Council's Community, Safety and Livability Committee will review the annual work plans at their meeting on March 22.

A draft work plan is attached, along with the Board's approved budget for the year. Staff will walk the Board through each item and receive feedback. In February, based on tonight's discussion staff will present a revised work plan for approval, and then forward it to the City Council.

Climate Analysis:

N/A

Equity Analysis:

N/A

Neighborhood/Community Interests (if known):

N/A

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

Options:

Discussion only.

Financial Impact:

Funding allocated to each project is included in the attached work plan.

Attachments:

Draft Work Plan
2023 PBIA Budget

PBIA (Parking & Business Improvement Area) Advisory Board 2023 Work Plan

January - December 2023.

The committee meets once per month. Staff liaison for PBIA is Amy Buckler/

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Annual Ratepayer Meeting				
1. Annual member meeting PBIA Role: Host an annual meeting – networking event - for PBIA members (ratepayers). Deliverable/Outcome: Meeting to promote member relations.	3 hours (1 hour to discuss planning for the event, 2 hours for event)	5 hours (3 hours to plan event, 2 hours for event)	March	Included in \$2,000 Administration budget
PBIA Projects (Actions funded and/or implemented by the PBIA)				
2. Sponsoring Events that benefit and draw visitors into downtown (e.g., Pride, Trick or Treat, etc.) PBIA Role: Advertise the program, and based on applications choose which events to sponsor and amount. Deliverable: Support for events hosted by other organizations	2 hours over the course of the year for discussion of applications	3 hours (meeting, coordination with applicants and invoicing)	Q1-4	\$7,000
3. Public Art Project PBIA Role: Identify an art project and potential partner, provide direction to staff regarding implementation. Deliverable: TBD	1 hour	5 hours for project coordination, contracting, invoicing	Q2	\$7,500

<p>4. Special Downtown Project</p> <p><i>Staff is requesting that PBIA partner with the Economic Development Dept. to release an RFP for use of the artesian commons (e.g., for a night market). The request is for PBIA to contribute funding and for board members to serve on the RFP review and selection committee.</i></p> <p>PBIA Role: Identify a project and potential partner, provide direction to staff regarding implementation.</p> <p>Deliverable: Impactful, attractive project that creates a draw to downtown.</p>	2-4 hours	Up to 20 hours for planning and coordination	Q1-Q2	\$45,000
<p>5. Lighting illuminating dark streets to create a festive and inviting streetscape.</p> <p><i>Does the Board want to focus this project around the holiday season as you have done in the past?</i></p> <p>PBIA Role: Identify a lighting project and potential partner, provide direction to staff regarding implementation.</p> <p>Deliverable: TBD</p>	1 hour	5 hours for project coordination, contracting, invoicing	Q2	\$8,000
<p>6. 2023 4th Quarter Marketing/Holiday contribute to a festive winter holiday retail season.</p> <p>PBIA Role: Identify a project and potential partner, provide direction to staff regarding implementation.</p> <p>Deliverable: TBD</p>	2 hours	5 hours for project coordination, contracting, invoicing	Q1	\$6,000

Projects Underway and Carried Over from 2022 – (Actions funded and/or implemented by the PBIA)

<p>7. New Murals and Mural Protection (Partnership with Olympia Artspace Alliance)</p> <p><i>Does the Board want to add an additional \$1,500 from 2023 funds for mural protection to the OAA contract?</i></p> <p>PBIA Role: Provided direction to the project in 2022. Receive updates, select members serve on OAA's selection committee.</p> <p>Deliverable: 2 new murals and several murals coated with protection</p>	<p>Up to 1 hour for updates throughout the year</p>	<p>1 hour</p>	<p>Q1 update</p> <p>Project should be complete by Q3</p>	<p>Contract amount = \$18,150</p> <p>Carried over for 2022 funds</p>
<p>8. Alley Lighting Project (Partnership with Olympia Downtown Alliance)</p> <p>PBIA Role: Provided direction to the project in 2022. Receive updates.</p> <p>Deliverable: Target alleys lit with catenary lighting.</p>	<p>Up to 1 hour for updates throughout the year</p>	<p>1 hour</p>	<p>Q2 or Q3 Update</p>	<p>Contract amount = \$30,000</p> <p>\$15,000 from PBIA \$15,000 from City</p> <p>Carried over for 2022 funds</p>
<p>9. Mural Tours (Partnership with the Arts Commission)</p> <p>PBIA Role: Select members worked with Art Commissioners in 2021-22 to provide direction. Receive updates.</p> <p>Deliverable: A set of 7 self-guided mural tours are established, included on the Why I Go Downtown website and promoted.</p>	<p>Up to 1 hour for updates throughout the year</p>	<p>1 hour</p>	<p>Q2 update</p>	<p>\$3,500</p> <p>The 7 artists who contributed to the mural tour were paid \$500 each</p> <p>Paid in 2022</p>

Ongoing Board Activities – As time allows

<p>10. Monthly Meeting Roundtable</p> <p>PBIA Role: Time devoted at end of each PBIA meeting to discuss downtown business interests, leading to:</p> <ul style="list-style-type: none"> • Identification of issues that can be addressed by existing programs • Identification of key messages or issues that need to be reported to the City Council • Advice for staff about messages important to convey to Downtown businesses through ongoing communication materials (e.g., e-blasts, quarterly or bi-annual newsletters, PBIA annual letter) <p>Deliverable/Outcome: As outlined above. Connect the downtown businesses and City. Help staff communicate effectively with downtown business stakeholders.</p>	<p>10-20 minute discussions</p>	<p>10-20 minute discussion + Prepare and distribute communications</p>	<p>Monthly</p>	<p>None</p>
<p>11. Survey Downtown Businesses: Gauge the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBIA and City efforts.</p> <p>PBIA Role: Develop short 3-question surveys that will be sent 2-4 times/year to members online.</p> <p>Deliverable: Survey results and other comments received will be provided to City Council through reports shared with City Council quarterly.</p>	<p>Identify questions and discuss survey results as part of roundtable discussions</p>	<p>Identify questions and discuss survey results as part of roundtable</p> <p>+ Put survey online, notice it, prepare summary report</p> <p>+ Put up and monitor suggestion box, prepare summary</p>	<p>2-4 times/year</p>	<p>None</p>

Informational Briefings

12. Discussion on the Downtown Improvement District (DID)	Up to 2 hours over the course of the year	2 hours	Q1 or Q2	None
13. OPD Update on Safety Implementation and Walking Patrol	.5 hours	.5 hours	Q1 or Q2	None
14. The Board may request other informational briefings from time to time	.5 hours each	.5 hours each	Q1-Q4	None

Administrative Duties

<p>15. Recommendation on PBIA's 2023 budget</p> <p>PBIA Role: Develop a recommended 2023 budget to implement PBIA's roles and goals</p> <p>Deliverable: Recommended budget</p>	2 hours	2 hours	Q4	Recommendation process included in CP&D base budget. Shapes the 2022 PBIA budget
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2023 PBIA BUDGET

Category	Program	2023 Budget
Administration	Administration	\$2,000
Clean & Safe	Ambassadors	\$43,500
	Mural protection	\$1,500
	Extra alley flushings	\$1,200
Contingency	Contingency	\$4,900
Marketing	Event sponsorships	\$7,000
	Downtown Recovery Fund	\$45,000
	4th Quarter Marketing	\$6,000
Streetscape Beautification	Flower baskets	\$23,400
	Public Art Support	\$7,500
	Lighting	\$8,000
Total		\$150,000



PBIA Advisory Board Annual Ratepayer Meeting

Agenda Date: 1/4/2023
Agenda Item Number:
File Number:23-0021

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

Title

Annual Ratepayer Meeting

Recommended Action

Discuss and provide direction to staff on the annual ratepayer meeting

Report

Issue:

Discussion only.

Staff Contact:

Amy Buckler, Strategic Projects Manager, PBIA Liaison, 360.280.8947

Presenter(s):

Amy Buckler

Melissa Hammond, PBIA Chair

Background and Analysis:

Per the PBIA Bylaws, each year the PBIA hosts an annual ratepayer meeting. This is typically a 2-hour event with food and information sharing where ratepayers can network and mingle at a specified location in downtown.

At the PBIA Board meeting the Board should provide direction to staff on the date, location, scope and type of food/catering desired for the ratepayer event.

When setting meeting dates for the year, the Board decided to hold the ratepayer meeting in March. One question for the Board is whether they want to hold the meeting on Wednesday, March 1st or move it to a different night?

Locations have varied in the past, including for example at Ramblin' Jacks (now Equal Latin) and Market Street Café (now Octopus). Another option for this year is to hold the meeting at The Brotherhood Lounge.

Chair Hammond and Vice Chair David recommend the focus of this event be networking, since due to COVID it has been a while since ratepayers have had the opportunity to mingle in person. The

Board may also choose to invite a speaker or alternatively provide entertainment.

Climate Analysis:

N/A

Equity Analysis:

N/A

Neighborhood/Community Interests (if known):

N/A

Options:

Provide direction to staff on the date, location, scope and type of food/catering for the ratepayer meeting.

Financial Impact:

The PBIA's administrative funds (\$2,000) and/or Contingency funds (\$4,900) may be used for this event.

Attachments:

None