



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Wednesday, February 1, 2023

6:00 PM

Zoom

Meeting Registration

Link: https://us02web.zoom.us/webinar/register/WN_5NcMFih4RbSNSTQGNWUv8Q

1. **CALL TO ORDER**

1.A **ROLL CALL**

2. **APPROVAL OF AGENDA**

3. **APPROVAL OF MINUTES**

3.A [23-0115](#) Approval of January 4, 2023 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**

6.A [23-0110](#) Review of 2022 Holiday & Partnership Initiatives with ODA

6.B [23-0111](#) Update on Mural Project Partnership with Olympia Artspace Alliance

Attachments: [Scope of Work](#)

6.C [23-0113](#) Recommendation on 2023 PBIA Work Plan

Attachments: [2023 Work Plan](#)

[PBIA 2023 Budget](#)

6.D [23-0116](#) Discussion of Holiday Makers Market RFP

6.E [23-0114](#) 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 January 4, 2023 PBIA Meeting Minutes

Agenda Date: 2/1/2023
Agenda Item Number: 3.A
File Number:23-0115

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

Title

Approval of January 4, 2023 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, January 4, 2023

6:00 PM

Zoom

1. CALL TO ORDER

Chair Hammond called the meeting to order at 6:05 p.m.

1.A ROLL CALL

Present: 10 - Chair Melissa Hammond, Vice Chair Jacob David, Boardmember Alden Davis, Boardmember Janis Dean, Boardmember Anne Gavzer, Boardmember Sophia Landis, Boardmember Monique Ossa, Boardmember Kyle Radanovic, Boardmember Oliver Stormshak and Boardmember Shannon Tiegs

Excused: 1 - Boardmember David Rauh

Absent: 1 - Boardmember Heather Chambers

1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff
Staff Liaison Amy Buckler

Olympia Lamplighters
Avalon Kragness

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

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

The minutes were approved.

4. PUBLIC COMMUNICATION

Shared ideas of how to improve vibrancy in downtown with regard to vacant buildings and negative behaviors.

5. ANNOUNCEMENTS - None

6. BUSINESS ITEMS

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

Commissioner Tiegs moved, seconded by Commissioner Davis, to elect Chair Hammond and Vice Chair David of PBIA for 2023. The motion passed unanimously.

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

Ms. Kragness shared after-actions of Holiday Makers Market Events.

The information was received.

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

The Board reviewed the draft work plan and provided direction to staff.

The information was received.

[23-0021](#) Annual Ratepayer Meeting

Chair Hammond and Ms. Buckler discussed the annual ratepayer meeting on Wednesday, March 1, 2023. The location is to be determined.

The information was received.

7. REPORTS - None

8. ADJOURNMENT

The meeting adjourned at 8:21 p.m.



PBIA Advisory Board

Review of 2022 Holiday & Partnership Initiatives with ODA

Agenda Date: 2/1/2023
Agenda Item Number: 6.A
File Number:23-0110

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

Title

Review of 2022 Holiday & Partnership Initiatives with ODA

Recommended Action

Discussion only. No action requested.

Report

Issue:

Discussion of the 2022 Holiday Season and Impact of Partnership Initiatives with ODA

Staff Contact:

Amy Buckler, PBIA Liaison, 360.280.8947

Presenter(s):

Desiree Freeland, Downtown Projects Manager, Olympia Downtown Alliance

Background and Analysis:

In 2022, the Olympia Downtown Alliance (ODA) presented Downtown for the Holidays, including: LoveOly Winterfest, a Shop & Dine Promotion, and holiday lighting and décor.

In conjunction with ODA and the City of Olympia, the PBIA helped to fund tree lights, and the ODA oversaw their installation. PBIA also funded street decals and the makers market associated with LoveOly Winterfest.

Ms. Freeland from the ODA will provide an after-action review of the 2022 holiday season, including the impact on downtown and any insights gleaned for next year.

Climate Analysis:

N/A - 2022 action

Equity Analysis:

N/A - 2022 action

Neighborhood/Community Interests (if known):

N/A

Options:

Discussion only. No action requested.

Financial Impact:

The PBIA provided \$13,000 for tree lighting and \$3,800 for street decals to support the holiday décor and festivities in downtown.

Attachments:

None



PBIA Advisory Board

Update on Mural Project Partnership with Olympia Artspace Alliance

Agenda Date: 2/1/2023
Agenda Item Number: 6.B
File Number:23-0111

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

Title

Update on Mural Project Partnership with Olympia Artspace Alliance

Recommended Action

Move to add \$1,500 set aside for mural protection in 2023 to the OAA contract. Pending discussion about the PBIA fund balance, consider adding additional funds (beyond \$5k) to pay artists for extra-large murals.

Report

Issue:

Update on the project with OAA to install two new murals and restore existing murals in downtown

Staff Contact:

Amy Buckler, PBIA Liaison, 360-280-8947

Presenter(s):

Danielle Ruse, Olympia Artspace Alliance Co-Chair
Erika Naficy, Project Coordinator for OAA

Background and Analysis:

In 2022, the PBIA entered into a contract with Olympia Artspace Alliance (OAA) to install two new murals and restore existing murals in downtown Olympia. The project scope is attached. Ms. Ruse and Ms. Naficy will provide an update to the Board on the progress of this project.

As will be discussed, some things for the Board to consider include:

- Adding to the contract the \$1,500 set aside for mural protection in 2023
- Pending discussion about the PBIA fund balance, consider adding additional funds (beyond \$5k) to pay artists for extra-large murals.

Climate Analysis:

N/A - 2022 Project

Equity Analysis:

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

N/A - 2022 Project

Neighborhood/Community Interests (if known):

N/A

Options:

Move to add \$1,500 set aside for mural protection in 2023 to the OAA contract. Pending discussion about the PBIA fund balance, consider adding additional funds (beyond \$5k) to pay artists for extra-large murals.

Financial Impact:

The Board allocated \$18,150 for the project.

Attachments:

Scope of Work

Scope of Services

Downtown Mural Project

The 2022 Downtown Mural Project is made possible by the Parking Business and Improvement Area (PBIA), as part of their Downtown COVID Recovery Project. The goal is to enhance the unique, creative character of Downtown Olympia through the funding of two new murals, along with funding restoration and protection of existing murals.

The PBIA is partnering with the Olympia Artspace Alliance to manage this project.

Term: The project will be completed during ~~2022~~ (later amended to 2023).

Scope of Services

The Olympia Artspace Alliance will:

- Facilitate the conception and installation of two new murals in Downtown Olympia
- Recruit and compensate an artist to restore and protect existing murals.
- Include members of the PBIA Board in the artist selection process.
- Manage, insure, and compensate the artists for their work.
- Ensure the work takes place during 2022.
- Request reimbursement in the form of an Invoice from the City of Olympia once the work has been complete.
- Submit the following documentation with project reimbursement request:
 - Before and after photos and of the new murals
 - Before and after photos of a sample of the restored murals
 - Documentation indicating the following about each mural project:
 - Mural name
 - Location
 - Date completed
 - Artist (original or restoration artist)
 - Description of the mural and its meaning or inspiration
 - Receipts and hours logged for restoration as described below
- Promote projects through social media channels

Cost Breakdown:

- \$10,000 for two new murals
 - Compensation of \$5,000 to the artist responsible for each mural
 - Compensation includes cost of paint, all materials, and process.
- Up to \$6,500 for mural restoration and protection
 - Artist to be billed at an hourly rate of \$45
 - City will reimburse for cost of materials and labor

- Itemized receipts for materials must be provided, along with a log sheet of hours worked on the project
- \$1,650 administrative fee for the Olympia Artspace Alliance
- Total contract amount is \$18,150.00



PBIA Advisory Board

Recommendation on 2023 PBIA Work Plan

Agenda Date: 2/1/2023
Agenda Item Number: 6.C
File Number:23-0113

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

Title

Recommendation on 2023 PBIA Work Plan

Recommended Action

Move to recommend the 2023 PBIA Work Plan as attached

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 final draft work plan is attached, along with the Board's approved budget for the year. At the last meeting staff walked the Board through each item and received feedback, which has been incorporated into the attached version. After PBIA votes to recommend the work plan it will be sent to City Council for review and approval.

Climate Analysis:

N/A

Equity Analysis:

N/A

Neighborhood/Community Interests (if known):

N/A

Options:

Move to recommend the 2023 PBIA Work Plan as attached

Financial Impact:

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

Attachments:

Final 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				
<p>1. Annual member meeting</p> <p>PBIA Role: Host an annual meeting – networking event - for PBIA members (ratepayers).</p> <p>Deliverable/Outcome: Meeting to promote member relations.</p>	<p>3 hours (1 hour to discuss planning for the event, 2 hours for event)</p>	<p>5 hours (3 hours to plan event, 2 hours for event)</p>	<p>March 1st</p>	<p>Included in \$2,000 Administration budget</p>
PBIA Projects (Actions funded and/or implemented by the PBIA)				
<p>2. Sponsoring Events that benefit and draw visitors into downtown (e.g., Pride, Trick or Treat, etc.)</p> <p>PBIA Role: Advertise the program and based on applications choose which events to sponsor and amount.</p> <p>Deliverable: Support for events hosted by other organizations</p>	<p>2 hours over the course of the year for discussion of applications</p>	<p>3 hours (meeting, coordination with applicants and invoicing)</p>	<p>Q1-4</p>	<p>\$7,000</p>
<p>3. Public Art Project</p> <p>PBIA Role: Identify an art project and potential partner, provide direction to staff regarding implementation.</p> <p>Exploring expanded Art in Windows Program with OAA</p> <p>Deliverable: TBD</p>	<p>1 hour</p>	<p>5 hours for project coordination, contracting, invoicing</p>	<p>Q2</p>	<p>\$7,500</p>

<p>4. Special Downtown Project</p> <p><i>The PBIA will 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: PBIA will contribute \$45,000 and board members will serve on the RFP review and selection committee. The Board will also provide input on the RFP.</p> <p>Deliverable: Impactful, attractive project that creates a draw to downtown.</p>	2-4 hours	Up to 20 hours for planning and coordination	Q2-Q3	\$45,000
<p>5. Lighting illuminating dark streets to create a festive and inviting streetscape.</p> <p>PBIA Role: Identify a lighting project and potential partner, provide direction to staff regarding implementation.</p> <p>Deliverable: The Board is interested in more catenary street lighting, as well as support for the holidays, and various options will be explored.</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>	2 hours	5 hours for project coordination, contracting, invoicing	Plan - Q1-Q2 Implement in Q4	\$6,000

<p>Deliverable: The Board will release an RFP for an operator to coordinate and promote makers market events during Q4.</p>				
--	--	--	--	--

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>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>Does the Board want to add an additional \$1,500 from 2023 funds for mural protection to the OAA contract?</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	Q2 or Q3	None
13. OPD Update on Safety Implementation (Ambassadors and Walking Patrol)	.5 hours	1 hour	May or June	None
14. Update and discussion about Garbage pick-up in downtown	.5 hours	1 hour	May or June	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
--	---------	---------	----	--

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

Discussion of Holiday Makers Market RFP

Agenda Date: 2/1/2023
Agenda Item Number: 6.D
File Number:23-0116

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

Title

Discussion of Holiday Makers Market RFP

Recommended Action

Discussion only. No action requested.

Report

Issue:

Discussion about elements and direction to include the 2023 Holiday Makers Market RFP

Staff Contact:

Amy Buckler, PBIA Liaison, 360.280.8947

Presenter(s):

Amy Buckler

Background and Analysis:

The PBIA included \$6,000 in their 2023 budget to support 4th quarter marketing. At the last meeting, the Board decided to focus this on releasing a Request for Proposals (RFP) for an outside organization to coordinate and promote holiday makers market events during the 4th quarter.

Staff will present the Board with a draft RFP in April. At this meeting, the Board should discuss what elements and direction they would like to have included in the RFP. The Board should also consider how the project can forward equity and climate action (two top priorities of the City Council.)

Climate Analysis:

TBD

Equity Analysis:

TBD

Neighborhood/Community Interests (if known):

N/A

Options:

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

Discussion only. No action requested.

Financial Impact:

\$6,000 has been allocated for this project. Additional funds may be identified to bolster the project - TBD.

Attachments:

None



PBIA Advisory Board Annual Ratepayer Meeting

Agenda Date: 2/1/2023
Agenda Item Number: 6.E
File Number:23-0114

Type: report **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 last PBIA Board meeting the Board decided the annual ratepayer meeting will be held on Wednesday, March 1 from 6:00-8:00 pm.

Staff is researching various downtown venues and will provide more information to the Board at the meeting so a venue can be selected. The event will be catered and the menu will depend on the selected venue. Staff will work with the Chair and Vice Chair to pin down a menu for the event.

The focus of this event will be a networking opportunity, since it has been a while since ratepayers have had the opportunity to mingle in person due to COVID. In addition, Chair Hammond and Vice Chair David will provide a brief overview of PBIA 2022 and 2023 projects to the attendees.

Climate Analysis:

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

N/A

Equity Analysis:

N/A

Neighborhood/Community Interests (if known):

N/A

Options:

Provide direction on the location for the annual 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