



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Tuesday, August 22, 2017

10:00 AM

Room 112

Special Meeting of the Marketing Committee

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3A [17-0869](#) Approval of July 25th PBIA Marketing Committee Meeting Minutes

Attachments: [Minutes](#)

4. PUBLIC COMMENT

During this portion of the meeting, citizens 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 [17-0863](#) Approval of Marketing Committee RFP for 2018 Flower Basket Watering Services

Attachments: [FLOWER BASKET RFP](#)

6.B [17-0872](#) Creation of Marketing Committee RFP for 2018 Hanging Flower Baskets

7. REPORTS

Presentation from Oly Arts on their advertising package

8. OTHER TOPICS

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 July 25th PBIA Marketing Committee Meeting Minutes

Agenda Date: 8/22/2017
Agenda Item Number: 3A
File Number: 17-0869

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

Title

Approval of July 25th PBIA Marketing Committee Meeting Minutes



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Tuesday, July 25, 2017

10:00 AM

CR 112

Special Meeting of the Marketing Committee

1. CALL TO ORDER

1.A ROLL CALL

Present:

Committee Members:

Mary Corso

Janis Dean

Kim Murillo

Guests:

Downtown Ambassadors Katherine and Teal

City Staff:

Amy Buckler, Staff Liaison and Senior Planner

Mark Rentfrow, Downtown Liaison

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [17-0785](#) Approval of July 11, 2017 PBIA Marketing Committee Meeting Minutes

Attachments: [Minutes](#)

The minutes were approved.

4. PUBLIC COMMENT

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A [17-0779](#) Twinklefest 2017 Discussion

PBIA Marketing Committee evaluated budgetary needs for various proposals for Twinklefest and moved to ask for a shift in funding from Communications and Marketing budget to the Holiday Support line for a total of \$4,000 additional dollars (bringing 2017 Holiday Support funding to \$14,000). Budgetary request will be sent to the entire Board for a vote.

Marketing Committee discussed Twinklefest planned events and ways to bring retailers on board with the promotion. The Committee also discussed ways to collaborate with ODA in the marketing efforts as well as corresponding event planning.

Advertising and promotion budgets and vendors were discussed with final decisions on proposals to be determined in the near future.

Committee discussed other year-end measures that needed to be completed as well as the upcoming budgetary process for 2018.

Discussion only.

7. REPORTS

8. OTHER TOPICS

9. ADJOURNMENT

The meeting adjourned at 11:00 a.m.

Accommodations



PBIA Advisory Board

Approval of Marketing Committee RFP for 2018 Flower Basket Watering Services

Agenda Date: 8/22/2017
Agenda Item Number: 6.A
File Number: 17-0863

Type: report Version: 1 Status: In Committee

Title

Approval of Marketing Committee RFP for 2018 Flower Basket Watering Services

Recommended Action

Move to approve the staff recommendation to solicit a service provider to provide hanging basket watering services in 2018

Report

Issue:

Whether to authorize staff to proceed with finalization of an RFP to solicit a service provider to provide hanging basket watering services in 2018 for approximately 140-160 hanging flower baskets at least 6 days a week in the Downtown core

Staff Contact:

Mark Rentfrow, Downtown Liaison: 360-570-3798

Presenter(s):

Mark Rentfrow, Downtown Liaison: 360-570-3798

Background and Analysis:

For the past several years, the PBIA has purchased hanging flower baskets to be hung throughout the City's downtown core. These baskets help to contribute to an inviting and vibrant retail atmosphere and are regularly cited by citizens and business owners who appreciate the PBIA's efforts. The PBIA has used probation labor to water these baskets in the past, but have been asked by Probation Services to find a new contractor for the 2018 season as they are no longer able to provide services.

Neighborhood/Community Interests (if known):

The downtown business community has cited hanging flower baskets in past PBIA ratepayer surveys as an amenity that they appreciate and hope to see in the future. Citizens and tourists have also remarked favorably about the program and the beauty it brings to downtown

Options:

1. Proceed with RFP to identify and hire watering contractor for 2018 season

2. Re-imagine hanging flower basket program to include individual basket sponsors/waterers
3. Suspend hanging flower basket program for 2018

Financial Impact:

Previous estimates for flower basket watering of the size and scope being proposed have come in at between 22-26 thousand dollars for four months of daily work.

Attachments:

Hanging Flower Basket RFP

Mark Rentfrow, Downtown Liaison: 360-570-3798
City of Olympia
2017 Request for Proposals (RFP)
Downtown Flower Basket Watering Program

The Request:

The City seeks a partner to provide assistance in overseeing daily operations for watering 130-160 Hanging Flower Baskets located throughout downtown Olympia. The partner will be a qualified landscaping provider who can manage watering services in order to help maintain the vitality of flower baskets purchased by the City. This proposed contract will run from May 25th, 2018 through September 25th, 2018, with a potential option for two one year renewals contingent upon funding.

The City anticipates and encourages organizations that provide landscaping and plant care based services in Thurston County and Olympia to submit proposals. The selected provider will coordinate with the City's Downtown Liaison for the work in downtown.

It is anticipated that the contractor will provide all employees for this program and will furnish them with daily supervision, training, and all necessary tools, equipment including personal protective equipment and supplies to perform contracted services. The selected contractor will be required to provide liability insurance in an amount and manner specified by the city.

The City anticipates that the supervisor and employees will be in close coordination with the City's Downtown Liaison. The contract will be managed by the Downtown Liaison or their designee.

Following a review of proposals and letters of interest, the City may negotiate service contract(s) with one or more agencies to provide some or all of the services described below.

Downtown Hanging Flower Basket Watering Services:

Provide watering services in a defined downtown core service area (designated below) Services, performed may include:

- Watering Hanging Baskets at LEAST 6 days a week
- Fertilizing Hanging Baskets every 4 days

Service Area:

The service area will generally be as defined on the map below. Red and Green dots denote location of flower baskets in the downtown core. Additional baskets will be located on Percival Landing. Resources should be allocated accordingly.



Project Reporting:

The selected contractor will coordinate and communicate with the Downton Liaison or designee no less frequently than a weekly basis and shall provide a monthly performance data report as agreed to in the service contract within 10 days of end of the month. At a minimum, the report will detail person hours worked

Project Timing:

The City is interested in continuing the existing program with no disruption. The contract period will run from May 25th, 2018 until September 25th, 2018 with the possibility of two one-year extensions.

Selection Process and Considerations:

The responses to this RFP will be reviewed by the Downtown Liaison and a selection of board members from the PBIA. At a minimum, the Selection Committee shall include the Marketing Chair of the PBIA.

In evaluating this contract the Selection Committee shall consider:

1. Ability to meet the operational goal of watering 140-160 hanging baskets in Olympia's downtown core each day, at least 6 days a week.
2. Previous experience with supervising and training work crews and providing contracted services
3. Knowledge and expertise of the project supervisor who *will work on the project*
4. Knowledge of Olympia's downtown
5. Availability to meet the project timeline

A final decision will be made based on the provider's availability to do the work within the needed time frame, with respect to the necessary expertise to be successful and with respect to the provider's clarity around their approach to providing watering services.

The City reserves the right to negotiate a contract in whole or in part or reject all proposals if it is deemed in the City's best interests.

The Selection Committee shall make a recommendation regarding the preferred contractor to the City Council. Following selection by City Council a contract for services shall be developed by the Community Planning and Development Director and approved by City Council.

Content of Submittals:

Submittals shall not exceed (2) 8 ½ x 11 pages of text, including cover and letter of interest, with a minimum 12 pt. font, double-spaced. *One hard copy* and one digital copy of the proposal shall be submitted. The format shall be:

- A letter of interest signed by a principal of the agency, with a statement of availability to complete the work and a general approach and timeline to delivering the necessary services to meet identified timelines, objectives, outcomes and results.
- A cost estimate to complete the work outlined in the proposed approach.
- Qualifications and experience of the staff assigned to supervise the project.

- A statement that the agency will be responsible for and take reasonable measures to ensure that its employees abide by the city's Administrative Guidelines as they relate to employee behavior while on the job.
- A statement that the agency acknowledges and will abide by the City's Administrative Guidelines in hiring and while providing contracted services.

Response:

To be considered proposals should be delivered to the Community Planning and Development Department, 601 4th Ave, Olympia, Washington 98501

Further Information:

If you have questions, please contact Mark Rentfrow at (360) 570-3798 or e-mail mrentfro@ci.olympia.wa.us.

Deliver to:

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Downtown Liaison
City of Olympia
601 4th Ave
Olympia, WA 98501

Mail to:

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Downtown Liaison
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P.O. Box 1967
Olympia WA 98507-1967



PBIA Advisory Board

Creation of Marketing Committee RFP for 2018 Hanging Flower Baskets

Agenda Date: 8/22/2017
Agenda Item Number: 6.B
File Number: 17-0872

Type: report Version: 1 Status: In Committee

Title

Creation of Marketing Committee RFP for 2018 Hanging Flower Baskets

Recommended Action

Move to approve the staff recommendation to solicit a service provider to provide hanging flower baskets for 2018

Report

Issue:

Whether to authorize staff to proceed with creation of an RFP to solicit a service provider to provide a variety of hanging flower baskets in 2018 for the Downtown core

Staff Contact:

Mark Rentfrow, Downtown Liaison: 360-570-3798

Presenter(s):

Mark Rentfrow, Downtown Liaison: 360-570-3798

Background and Analysis:

For the past several years, the PBIA has purchased hanging flower baskets to be hung throughout the City's downtown core. These baskets help to contribute to an inviting and vibrant retail atmosphere and are regularly cited by citizens and business owners who appreciate the PBIA's efforts. The PBIA must select a vendor for the baskets in 2018.

Neighborhood/Community Interests (if known):

The downtown business community has cited hanging flower baskets in past PBIA ratepayer surveys as an amenity that they appreciate and hope to see in the future. Citizens and tourists have also remarked favorably about the program and the beauty it brings to downtown

Options:

1. Proceed with RFP to identify a basket provider for 2018 season
2. Suspend hanging flower basket program for 2018

Financial Impact:

Previous estimates purchases for the flower basket program have averaged approximately \$8,500.