



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Wednesday, September 6, 2017

11:00 AM

Room 112

Special Meeting of the Communications & Partnerships Committee

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. BUSINESS ITEMS

3.A [17-0897](#) Strategic Planning Exercise

Attachments: [communication page](#)

4. 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.

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PBIA Advisory Board

Strategic Planning Exercise

Agenda Date: 9/6/2017
Agenda Item Number: 3.A
File Number: 17-0897

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

Title

Strategic Planning Exercise

Report

Issue:

The PBIA Advisory Board is refining its 5-Year Strategic Plan. At the meeting, staff will facilitate an exercise to gather members' feedback to clarify what the PBIA's communications & partnerships program does and why.

Staff Contact:

Amy Buckler, Staff Liaison, (360) 570-5847, abuckler@ci.olympia.wa.us

Presenter(s):

Amy Buckler

Background:

ORDINANCE

The City's PBIA ordinance, OMC 3.62.020 states:

... The Board's duties shall include ... preparation of a plan for regular communication of PBIA projects and information to Ratepayers, including specific provisions for communication with non-English speaking Ratepayers.

... Other existing programs may be reviewed for supplementation with PBIA special assessments, including but not limited to:

d) Programs to develop partnerships for local governments, quasi-public and non-profit groups that work in or invest resources in downtown on behalf of the public.

Article II of the PBIA Bylaws state:

The Advisory Board will establish a conduit of information among all members of the PBIA,

including those non-english speaking business owners ... They will produce and distribute an annual report to all of the PBIA members and the Olympia City Council.

STRATEGIC PLAN

In 2016, the Board developed a 5-Year Strategic Plan with the objective of providing policy direction for considering how to direct future investment of PBIA funds in Downtown. The Plan was intended to be dynamic and updated once Olympia's Downtown Strategy was complete. Another reason for refining the Plan is to establish clarity about what PBIA does and why to establish a stronger foundation for ratepayer communication.

Attachments:

1. Communication section of the PBIA's Current Strategic Plan

Communications Committee



Program Areas Focus:

- Communications

- Support independent businesses
- Educate ratepayers about who PBIA is and what PBIA does. Keep businesses informed of activities that are created, funded and implemented by PBIA

Goals:

- Continually update list of PBIA ratepayers
- Conduct two PBIA surveys per year
- Send a periodic newsletters to rate payers
- Develop and distribute Welcome Packet for new businesses
- Establish social media outreach, provide timely and consistent information to ratepayers through our partners at the Downtown Ambassador Program
- Proactively encourage ratepayers to be involved in Downtown projects or activities.
- Maintain PBIA Website
- Reach out to communication partners for successful outreach to the Downtown core
- Educate rate payers about the myriad of resources to enhance, support and grow their businesses
- Joint communication and marketing efforts with ODA, EDC, Thurston Chamber, VCB: "Downtown is a mix of independent businesses! We invite you to the Downtown experience."



