



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Wednesday, September 20, 2017

10:00 AM

Room 112

Special meeting of the Communications Subcommittee

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. 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.

4. ANNOUNCEMENTS

5. BUSINESS ITEMS

5.A [17-0960](#) Planning for the September 27 member meeting

Attachments: [Draft agenda](#)

6. 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

Planning for the September 27 member meeting

Agenda Date: 9/20/2017
Agenda Item Number: 5.A
File Number: 17-0960

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

Title

Planning for the September 27 member meeting

Report

Issue:

Discuss the PBIA advisory board annual meeting agenda and presentations.

Staff Contact:

Amy Buckler, PBIA Liaison, 360.570.5847, abuckler@ci.olympia.wa.us

Presenter(s):

Amy Buckler

Mark Rentfrow, Downtown Liaison

Background and Analysis:

Member (Ratepayer) Meeting

The PBIA Bylaws establish that there is an annual meeting of the PBIA ratepayers held during the month of September. The PBIA Advisory Board met on August 10, and directed the annual meeting be held the evening of Wednesday, September 27. The meeting will be at Ramblin Jacks' in Downtown Olympia from 6:00-8:00 pm. A buffet will be served

The PBIA Board provided some direction about the meeting agenda, which the PBIA Leadership Team further refined on August 31. They agreed it would help for the Communications subcommittee to meet prior to the event to review the agenda (see draft **attachment 1**) to ensure flow of main messages.

Neighborhood/Community Interests (if known):

N/A

Options:

N/A

Financial Impact:

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

Associated food costs for the event are estimated to be \$1225.00, and will be paid for out of the PBIA budget.

Attachments:

Draft Agenda

PBIA Member Annual Meeting
Wednesday, September 27, 6:00-8:00 pm
Ramblin Jack's, 520 4th Ave E.

6:00-6:30 Mingle

6:30 Welcome by Chair Mary Corso

Presentation by Ambassadors Katherine and Teal (10 mins)

About the Downtown Ambassador and Clean Team Program: what they do, history and evolution, how they can help your business, (we also wanted to include info about how they are funded and perhaps that breakdown would be better presented by Chair Corso or Amy); show positive photos; do not give stats or talk about poop

Thank the Ambassadors and Clean Team (5 mins)

We haven't discussed this yet, but it might be nice to present the Ambassadors and Clean Team with a thank you following their presentation

Presentation by PBIA Liaison Amy Buckler (10 mins)

The strength of and opportunities for Downtown Businesses: data about # of businesses opening vs. closing, share that recent market study shows that as our region grows DT has opportunity to capture a larger share of regional sales because it's a destination with unique experiences; many initiatives underway and partners working together to achieve vision of a vibrant business environment and PBIA is an important part of that, PBIA's role.

Transition to Mary: She gives message of we all need to work together, and individual businesses have a role also.

Q&A (15 mins, facilitated by Chair Corso)

7:15 or 7:30 Mingling again

Other Notes:

- A buffet will be served
- There will be a handout about the Ambassador and Clean Team program
- Members will be invited to attend via email and a postcard to be handed out by Ambassadors

