



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, October 12, 2017

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [17-0910](#) Approval of August 28, 2017, PBIA Parking Committee Meeting Minutes

Attachments: [Minutes](#)

3.B [17-0940](#) Approval of August 25, 2017, PBIA Clean and Safe Committee Meeting Minutes

Attachments: [Minutes](#)

3.C [17-0943](#) Approval of March 30, 2017, PBIA Leadership Team Meeting Minutes

Attachments: [Minutes](#)

3.D [17-0970](#) Approval of September 6, 2017, PBIA Communications & Partnerships 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

Informational briefing about public safety levy (Deputy Chief Jelcick)

6.A [17-1023](#) Outlook Emails for PBIA Board Members

Attachments: [Email Rules of Thumb](#)
 [FAQ on Outlook](#)

6.B [17-1024](#) 2018 PBIA Budget & Work Plan Development

Attachments: [Retreat discussion notes](#)
 [Public Value Maps](#)
 [2017 Expenditures](#)
 [Draft 2018 budget](#)
 [Draft 2018 work plan](#)

6.C [17-1025](#) Clarification of PBIA Advisory Board Term Limit End Date**7. REPORTS**

Nomination Committee report

Marketing Committee report on Holiday/Twinkelfest Promotions

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 August 28, 2017, PBIA Parking Committee Meeting Minutes

Agenda Date: 10/12/2017
Agenda Item Number: 3.A
File Number: 17-0910

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

Title

Approval of August 28, 2017, PBIA Parking Committee Meeting Minutes

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Meeting Minutes - Draft

PBIA Advisory Board

ATTACHMENT 1

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Monday, August 28, 2017

11:00 AM

Room 112

Special Meeting of the Parking Committee

1. CALL TO ORDER

Chair Irish called the meeting to order at 11:00 a.m.

1.A ROLL CALL

Present: 3 - Boardmember Sheila Irish, Boardmember Bobbi Kerr and Boardmember Jeffrey Trinin

OTHERS PRESENT

City Staff
Amy Buckler, Staff Liaison and Senior Planner
Mark Rentfrow, Downtown Liaison

2. APPROVAL OF AGENDA

The agenda was approved.

3. PUBLIC COMMENT - None

4. BUSINESS ITEMS

4.A [17-0886](#) Strategic Planning Exercise

Attachments: [Parking Focus](#)

Ms. Buckler explained her intention to organize the Committee's goals into manageable outcomes based on what is appropriate for the Committee.

Ms. Buckler walked the group through an exercise aimed at helping identify appropriate roles and responsibilities of the Parking Committee. The topics center on projects and services that PBIA's parking program are engaged in and how it contributes to the PBIA's mission.

Topics included:

- Appropriate roles for funding

- Information dissemination and communication of the City's parking strategy
- Managing employee parking in Downtown
- Signage and lighting at private and City lots
- On street, off street, and garage parking
- Discussion of shared parking program
- Partnerships with theaters, businesses, ODA and others
- PBIA communications

The report was received.

5. ADJOURNMENT

The meeting adjourned at 12 Noon.



City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8244

PBIA Advisory Board

Approval of August 25, 2017, PBIA Clean and Safe Committee Meeting Minutes

Agenda Date: 10/12/2017
Agenda Item Number: 3.B
File Number: 17-0940

Type: minutes Version: 1 Status: In Committee

Title

Approval of August 25, 2017, PBIA Clean and Safe Committee Meeting Minutes

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Meeting Minutes - Draft

PBIA Advisory Board

ATTACHMENT 1

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Friday, August 25, 2017

2:30 PM

Room 112

Special Meeting of the Clean & Safe Committee

1. CALL TO ORDER

Chair Corso called the meeting to order at 2:30 p.m.

1.A ROLL CALL

Present: 4 - Boardmember Alana Carr, Boardmember Jacob David, Boardmember David Rauh and Boardmember Nathan Rocker

OTHERS PRESENT

City Staff
Amy Buckler, Staff Liaison and Senior Planner
Mark Rentfrow, Downtown Liaison

Guest
Connie Phegley

2. APPROVAL OF AGENDA

The agenda was approved.

3. PUBLIC COMMENT

Ms. Phegley presented past PBIA budget surveys as a means of informing the direction of the Committee and the budget (walking patrol, bathrooms, graffiti abatement, pressure washing, butt collectors). She mentioned the popularity of the Ambassador Program and advocating for their inclusion into City government.

4. BUSINESS ITEMS

4.A [17-0884](#) Strategic Planning Exercise

Attachments: [Clean & Safe Focus](#)

Ms. Buckler intends to help organize the Committee's goals into manageable outcomes based on what is appropriate for the Committee, and to help ratepayers understand what the Committee does and why. The Committee will formulate goals for the Work Plan that

serves as a communication tool for ratepayers.

Ms. Buckler walked the group through the basics of a "So that" exercise which identifies appropriate roles and responsibilities for the Clean and Safe Committee. The topics center on projects and services that PBIA's Clean and Safe Program engage and how those services contribute to the PBIA mission.

Topics/questions included:

- What is the role of the Clean and Safe Committee - what do you do?
- Why is what you do important?
- Who is (Clean and Safe) important to?

The exercise was undertaken to provide clarity to City staff and elected officials who oversee the operations of the PBIA.

Ms. Buckler explained how the PBIA Work Plan influences funding decisions and the direction of the Board's actions.

The report was received.

5. ADJOURNMENT

The meeting adjourned at 3:30 p.m.



City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8244

PBIA Advisory Board

Approval of March 30, 2017, PBIA Leadership Team Meeting Minutes

Agenda Date: 10/12/2017
Agenda Item Number: 3.C
File Number: 17-0943

Type: minutes Version: 1 Status: In Committee

Title

Approval of March 30, 2017, PBIA Leadership Team Meeting Minutes

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Meeting Minutes - Draft

PBIA Advisory Board

ATTACHMENT 1

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, March 30, 2017

9:00 AM

City Hall Room 112

Leadership Committee

1. CALL TO ORDER

Chair Corso called the meeting to order at 9:00 a.m.

1.A ROLL CALL

Present: 5 - Chair Mary Corso, Vice Chair Justin McIntyre, Boardmember Jacob David, Boardmember Janis Dean and Boardmember Bobbi Kerr

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES - None

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS - None

6. BUSINESS ITEMS

6.A [17-0346](#) Discussion Regarding ODA Reception April 13

The discussion was discussed and closed.

6.B [17-0347](#) Discussion Regarding Girls Night Out Downtown Shopping Event May 12-13

The discussion was discussed and closed.

6.C [17-0348](#) Discussion of recent Meeting with LakeFair ED

The discussion was discussed and closed.

- 6.D** [17-0349](#) Discussion of Protocol for Decisions/Requests for Full Board

The discussion was discussed and closed.

- 6.E** [17-0344](#) Discuss Appointment of new Boardmember to fill Daniel Vining Vacancy

The discussion was discussed and closed.

- 7. OTHER TOPICS - None**

- 8. AGENDA TOPICS FOR NEXT MEETING - None**

- 9. ADJOURNMENT**

The meeting adjourned at 10:00 a.m.



City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8244

PBIA Advisory Board

Approval of September 6, 2017, PBIA Communications & Partnerships Committee Meeting Minutes

Agenda Date: 10/12/2017
Agenda Item Number: 3.D
File Number: 17-0970

Type: minutes Version: 1 Status: In Committee

Title

Approval of September 6, 2017, PBIA Communications & Partnerships Committee Meeting Minutes

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Meeting Minutes - Draft

PBIA Advisory Board

ATTACHMENT 1

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

Board Chair Corso called the meeting to order at 11:00 a.m.

1.A ROLL CALL

Present: 2 - Chair Mary Corso and Boardmember Bobbi Kerr

OTHERS PRESENT

City Staff

Amy Buckler, Staff Liaison and Senior Planner
Mark Rentfrow, Downtown Liaison

2. APPROVAL OF AGENDA

The agenda was approved.

3. BUSINESS ITEMS

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

Attachments: [communication page](#)

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. The Board is refining the Plan to establish clarity about what the PBIA does and why, to establish a stronger foundation for ratepayer communication.

Ms. Buckler explained her intention to organize the Committee's goals into manageable outcomes based on what is appropriate for the Committee, to help ratepayers get a sense of what the Committee does and why. This is being done so that the Committee's goals can be included in both the Work Plan for the Board and communications to ratepayers.

Ms. Buckler walked the group through the basics of a "So that" exercise aimed at helping to identify the appropriate roles and responsibilities of the Communications & Partnerships Committee. The topics center on projects that the PBIA's Communications & Partnerships Committee are engaged and how it contributes to the PBIA's mission.

Topics/Questions for the group included:

- What is the role of the Communications & Partnerships Committee - what do you do?
- Why is what you do important?
- Who is it important to?

Ms. Buckler explained how the PBIA Work Plan influences funding decisions and the direction of the Board's actions.

This exercise was undertaken to provide clarity to the City staff and elected officials who oversee the operations of the PBIA.

The discussion was discussed and closed.

4. ADJOURNMENT

The meeting adjourned at 12:00 p.m.



PBIA Advisory Board

Outlook Emails for PBIA Board Members

Agenda Date: 10/12/2017
Agenda Item Number: 6.A
File Number: 17-1023

Type: report Version: 1 Status: In Committee

Title
Outlook Emails for PBIA Board Members

Report

Issue:

PBIA advisory board members are obtaining new City Outlook email addresses. Staff will provide instruction on how to access the accounts and best practices for use.

Staff Contact:

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

Presenter(s):

Amy Buckler

Background and Analysis:

It is City policy that all advisory board members use City Outlook email accounts for communication associated with advisory board business. The purpose is to:

- 1) Have emails regarding City business pass through the City server as these communications are subject to public disclosure, and
- 2) Reduce risk that advisory board members' personal email accounts or computers become subject to public disclosure.

At the meeting, staff will provide PBIA advisory board members with their usernames and temporary passwords, along with instruction on how to access accounts and some best practices.

After tonight all email communications from the City to the PBIA advisory board members will be sent to the Outlook accounts.

Neighborhood/Community Interests (if known):

N/A

Options:

Briefing only.

Financial Impact:

Included in base department budget.

Attachments:

Email Rules of Thumb

FAQ's about Outlook

Email Rules of Thumb

Now that you are using Outlook emails, concern about emails not 'hitting the City server' are diminished.

Some Email Rules of Thumb:

- Use your PBIA Outlook email account for all emails regarding PBIA business.
- Be aware all emails you write or receive in Outlook are subject to public disclosure.
- So, if you don't want it published in the newspaper, don't write it in an email.
- Under the Open Public Meetings Act (OPMA) all deliberation of the Board needs to take place in an open public meeting. Thus avoid online "meetings":
 - Never hit "reply all."
 - If you wish to forward a message to the entire board, send it to the staff liaison with a request to forward to the Board.
 - Avoid serial meetings, meaning don't talk to a couple board members about a topic in one email chain, and then a couple different members about that topic in another chain, etc.
- It is best to keep email exchanges between yourself and members/public to a minimum.
- If it is a member/public comment on an issue involving PBIA, all board members should have equal access to it. If someone is talking to you or writing you about PBIA business, it is okay to politely ask them to put their comments in writing and address them to the full Board, c/o of the PBIA liaison so the liaison can ensure all PBIA board members see it, or they can speak directly to the Board during public communications. This person will appreciate the acknowledgment of the importance of their opinion being heard by all. If the issue is really about administrative matters, such as when will such-and-such an issue be on the agenda you can simply forward them to the liaison; It's not necessary for all of PBIA to see these types of comments.
- The City does not want Outlook inboxes forwarding to your personal account.
- Check your Outlook account regularly. This is where emails from the staff liaison, including links to your agenda packets, will go.
- For assistance, contact the IT Service Desk at (360) 753-8774, M-F from 8:00am to 5:00 pm.

FAQ's Regarding Outlook Emails

1. How do I access my Outlook account from home?

From the City of Olympia home page, scroll to the bottom of the page and click "Online Services." Under Employee Services, click "Employee Email (OWA)." Type your username and password (case sensitive.)

2. How do I send an email to the PBIA staff liaison in Outlook?

Click "New" in the top/center bar. When the blank message box comes up, click "To ..." In the Search bar, type "Amy" and hit the magnifying glass icon. Select "Amy Buckler" from the list and click "To" at the bottom then "ok." Compose your message and hit send. The message will go to me. Email addresses for all City staff and advisory board members can be found this way.

3. How do I send an email to the PBIA advisory board members in Outlook?

The best way to send an email to the entire PBIA Board is to forward the message to the staff liaison with a request to send on to the entire board. Going through the liaison helps to reduce "reply-all" situations that can accidentally lead to discussions that should occur in an open public meeting.

3. How do I create a signature?

Click on the "File" tab in the top left. Click options near the bottom of the drop down list on the left. Click "Mail" from the drop down list on the left. Under Compose Messages, select "Signatures ..." Type the signature you want in the box and hit "ok."

4. I am sending this note to you on the Outlook Web Application. Who has access to this message?

Just like in Yahoo Mail or Gmail, the only people who have immediate access to these emails are you and the people you send them to. However, all the emails are captured on the City's server. If someone does a public records request, the email can be drummed up. All the emails to send and receive from the Outlook address are subject to public disclosure.

5. If you were respond to me on the Outlook Web Application, who would have access to your response?

Same as above

6. Since all e-mails that are sent by members of the PBIA advisory board are subject to disclosure, what added transparency is achieved by the Outlook Web Application?

The added transparency is the certainty that the emails have been saved and can be disclosed by the City. When you use your own email accounts, the same certainty does not exist. Regardless, under the law, all emails you write with your PBIa hat on are subject to public disclosure, but the City's ability to access them from your private account is obviously less than if they are saved on the City server from the get-go. However, if you are using your private account for PBIa related emails there is a risk that a judge could order a review of your private email account or computer in order to respond to a public disclosure request – another reason why it is best for you to conduct PBIa business only through your Outlook email account.

7. I received a message on the Outlook Web Application from a citizen. Again, who else has access to this message? How does the fact the message was on the Outlook Web Application differ from a message that might have been sent by the same citizen to my private e-mail account?

You, the citizen and whomever else they sent it to have immediate access to the email. But again, all emails that pass through the City's Outlook are captured on the City server and can be drummed up. See question 3 for the difference.

8. Absent a claim under the Open Meetings Act, who has access to postings on the Outlook Web Application site?

In theory, I suppose the City Records staff has access to all the emails that run through Outlook. However, it is not the City's practice to randomly review emails. A request for information under the Public Records Act can be made by anyone, in which case anyone has access to your PBIa emails upon request. The only other reason I can think of that the City would spend the time to access an Outlook account is if there was a major employment or criminal investigation or something like that.

9. At the top of this message is posted the statement: "Draft autosaved at 8:52 AM". What does this mean? Does it mean that anything we type on the Outlook Web Application site is recorded, whether or not it is sent?

Outlook will periodically save unfinished drafts. For example, if you start to draft an email and get pulled away, after a period of 15 or 30 minutes (or whatever time it's set to), Outlook will save the text in the "Draft" folder – which is located in the left column where "Inbox" and "Sent" folders are located. To continue and complete the message, open the Draft Folder, double-click on message, type and send.

10. How do I create folders to organize my emails?

Click "Move" in the top/center bar. From the list, select where you want to place the folder and then Click "Create New Folder." Name the folder and hit return. Now you can drag and drop emails from the Inbox into your folder.



PBIA Advisory Board

2018 PBIA Budget & Work Plan Development

Agenda Date: 10/12/2017
Agenda Item Number: 6.B
File Number: 17-1024

Type: discussion Version: 1 Status: In Committee

Title
2018 PBIA Budget & Work Plan Development

Report

Issue:

Whether to move forward with initiatives identified on the PBIA draft 2018 work plan and budget as attached

Staff Contact:

Amy Buckler, Senior Planner, PBIA Staff Liaison, abuckler@ci.olympia.wa.us
<<mailto:abuckler@ci.olympia.wa.us>>, 360-570-5847

Presenter(s):

Amy Buckler, PBIA Staff Liaison

Background and Analysis:

A primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan with specific projects and budget. The City Council has a role to review and adopt the PBIA's annual work plan and budget. The PBIA board needs to complete its final recommendation for the 2018 budget at their November 9 meeting, in time to be folded into the larger City budget for 2018.

The recommended work plan is due in February. The work plan is broader in scope than the budget, also including board initiatives that do not involve PBIA funding (e.g., updating the PBIA bylaws or informational briefings from staff.) The work plan comprises how PBIA meeting time will be used, the role and commitment of PBIA board members, the deliverable, timing and budget implications. Having a work plan helps to ensure focus, transparency and proactive consideration of the needed resources to carry out each initiative.

The PBIA advisory board held a retreat on September 14, at which they developed a series of public value maps describing what PBIA does and why, and engaged in small group discussions about priority initiatives for 2018. Attachment 1 reflects notes from the group discussions with staff notes added in red. Attachment 2 is the updated public value maps.

An online member survey was open September 25-October 9. Results will be provided to the board at the meeting.

Attachment 3 describes what PBIA has spent money on in 2017.

Attachment 4 outlines a draft 2018 budget for discussion, which is based on priorities identified at the retreat.

Attachment 5 outlines a draft 2018 work plan for discussion.

Some discussion topics/questions for the meeting include:

- Are the proposed budget items the priority for funding in 2018?
- Approach to marketing. There is a need to contract for services and may be a potential to partner with ODA for this. A plan for the whole year, to include the holiday season, would help.
- Public art investment. The board does not necessarily need to determine what type of art to invest in; this could be fleshed out in early 2018, although identifying the type may help toward determining the amount to budget.
- The limits of our ability to carry out events.
- Business training - what do you have in mind?
- Extra cleaning - what do you have in mind?
- Are the additional proposed work plan items (including for communications and parking, which do not involve PBIA funds) the priority for board attention in 2018?

Olympia's Downtown Strategy captures the community's retail strategy vision: *A vibrant, dynamic business environment that attracts people, activity and investment.*

The mission of the Parking & Business Improvement Area (PBIA) is *to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners.* The PBIA exercises its mission by carrying out initiatives in six program areas: parking, clean and safe, beautification, communications, marketing and business training. To that end,

Neighborhood/Community Interests (if known):

The PBIA's mission helps carry out the community's Downtown retail vision.

Options:

Discussion only

Financial Impact:

Supporting PBIA in development of a work plan is included in the base budget for Community Planning & Development. The 2018 cost for specific initiatives within the work plan will be determined as part of the process.

Attachments:

Retreat discussion notes

Public value maps

2017 expenditures

Draft 2018 budget

Draft 2018 work plan

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Communications (Educate & Inform)

In black are combined notes from the small group discussions; in red are staff comments.

Priorities

- Welcome Packets
- Welcome wagon: Forge ongoing face-to-face relationships
- Periodic Newsletters (Seems like it might be difficult for PBIA advisory board members to implement this regularly. As part of an effort to better coordinate downtown communications, City Staff may be putting together a quarterly or bi-annual update about what's happening downtown, and if so recommends PBIA contribute to this effort rather than create a separate communication)
 - Quarterly mailer (print?)
- Annual Report
- Improve member email database (this is a City administrative job; PBIA advisory board can help by encouraging members to provide updated emails)

Other Ideas

- Website for members: PBIAolympia.com (Staff recommends updating the City's PBIA webpage and deleting this outside webpage)
- Social media (administered by Ambassadors)
- Email Blasts
- Annual member meeting
- Map of Downtown – one map with all the data (pedestrian and bike routes, arts, parking, facilities, etc.) (coordinate with ODA, VCB, City, BPAC) (This is a good idea. It could be something simple to put together or very complicated depending on the scope and technical resources. I will look into it more.)
- Develop an identity
- Academy (We can send out special invites when there is a briefing about a topic of high interest at a PBIA meeting, and it could be structured to allow for additional discussion with the audience. A separate downtown academy program is beyond the scope city staff can resource. Also, is it necessary to duplicate ODA efforts?)
- Text messages? (the City reserves text messaging for major emergencies only)

Not included in list & why

- Welcome packet for New Residents: This section is about communicating with members. A welcome packet for new residents is in the marketing section
- Focus groups: This section is about educating and informing members. Perhaps focus groups belongs in the query members category

Communications (Query Members)

Priorities

- Conduct online surveys
 - Short 3-question, quarterly surveys
 - Include targeted surveys by sector
 - Email these
 - More PR for these surveys
- “Suggestion box” (so that members can constantly provide feedback)
 - Can be online or physical
- Annually, host a member meeting in the fall

Other Ideas

- Host meetings with bar owners to address downtown nightlife issues
- Facilitated conversations between board members and businesses
- Use “Olyspeaks” to receive feedback
- Devise ways to get member feedback from a broad base of businesses
- Board membership – bar? focus
- Language preference (Not sure what exactly this note meant, but I do recall conversation about ensuring PBIA/City can communicate with members who don't speak English (and this is in the ordinance, too.) Staff's recommendation is to identify these business owners through the welcome wagon at which point the City could then connect the business owner and PBIA delegate to a translator. This might be a more effective first step rather than producing written materials in other languages.)
- Large employers
- Other PBIA's – what do they do?

Clean & Safe

You won't see these items on the PBIA work plan. That's because the work plan describes efforts the PBIA is going to be spending meeting or volunteer time on. While PBIA contributes funds to Ambassadors & Clean Team and event sponsorships, for example, the board is not implementing these efforts. Of course, these efforts may still be the focus of survey questions and feedback related to member communications (Section 1 of the draft work plan.)

Priorities

- Partially fund the Ambassadors and Clean Team
- Sponsor Volunteers in Paint and Downtown Spring and Fall Clean Up
 - Want to be recognized for their role in DT clean up
- Install and maintain cigarette butt containers
- Cleaning streets and sidewalks (e.g., extra alley flushing, etc.) (Let's flesh this item out some more. Are you suggesting budgeting for extra alley flushings, or something more than that, perhaps adding to the clean team funding to expand their operations?)

Other Ideas

- Distribute materials which direct people to social services (could be included in the welcome packet)
- More/higher landscape maintenance, weeding tree grates (fold into feedback about clean team priorities)
- Leaves (fold into feedback about clean team priorities?)

Beautiful Streetscapes

Priorities

- Hang flower baskets
- Add art (e.g., murals, banners, art on plinths) and interactive areas to Downtown
 - Coordinate mural program

Other Ideas

- Add, maintain and repair benches
- Provide window signs that promote inclusivity
- Walking tour of murals (We need to have a broader conversation about the limits of our ability to host events. However, something like this seems doable.)
- More spending on marketing

Marketing

(How we do marketing in 2018 is a topic for discussion. Whether this is done through a contract with a marketing firm or a partnership with ODA and what PBIA's exact role would be is TBD)

Priorities

- Place ads, stories, narratives in Thurston Talk, Oly Arts, The Stranger, The Volcano, The Ranger, etc.
- Sponsor Twinklefest (perhaps fold it into Downtown for the Holidays)
- Sponsor events such as ODA's Girls Night Out, Lakefair, Trick or Treat, Pride, etc.
- Provide a welcome packet to new Downtown residents
- Events – ours (We need to have a broader conversation about the limits of our ability to host events.)

Other Ideas

- Run ads at the movie theater or the radio
- Billboard
 - I [heart] Oly
- Work with ODA and CDB on brand
- Leverage artistic community
- 2 strategies - Local and visitors – work with VCB
- Girls night out?

Business Training, Professional Development

Add this program focus

Priorities:

- Encourage members to participate in Tune-Up, etc.
- Other Initiatives TDB

Communications (Educate & Inform)

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Proactively educate and inform members and partner organizations about:
- Who PBIA is, what PBIA does (*and sometimes - when necessary - what we can't do*) & how this adds value Downtown
 - How to get involved in PBIA events and happenings
 - Related efforts that address issues of importance to members

How we do it:

See draft budget and work plan

"so that"

Members understand the value of PBIA before they receive their first bill

AND

Everyone understands how PBIA's work fits into a larger strategy and efforts (*i.e., PBIA isn't alone responsible for addressing issues – we're all in this together*)

"so that"

We garner the support, cooperation and involvement of members and partner organizations in the betterment of DT

"so that"

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

Some Related Efforts of Importance to PBIA Members:

- How Downtown Ambassadors & Clean Team can help them
- Myriad resources to enhance, support and grow their business
- Programs & services available to help people experiencing homelessness and street dependency in Downtown
- Actions in Olympia's Downtown/Retail Strategy:
 - Parking strategy
 - Coordinated response to homelessness & street dependency in Downtown that includes businesses, social service providers and government
 - Downtown restrooms, walking patrol, shared trash compactors, artisan commons programming, etc.
 - Up-coming projects and street improvements
 - Development of a mixed-income housing strategy, sea level rise response plan, nightlife safety plan for the Entertainment Area

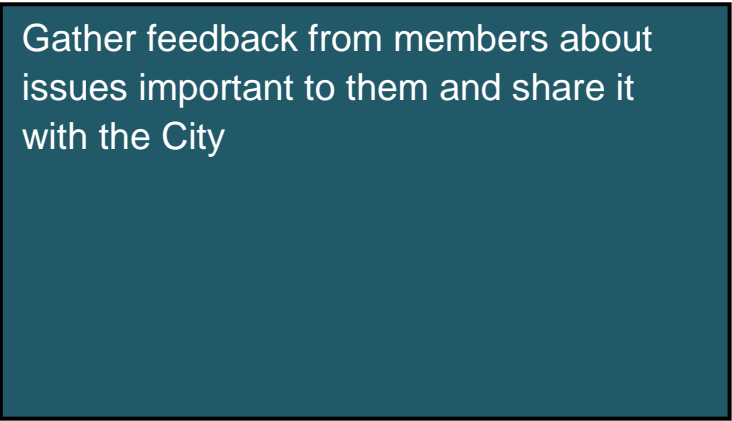
Communications (Query Members)

Public Value Results Map

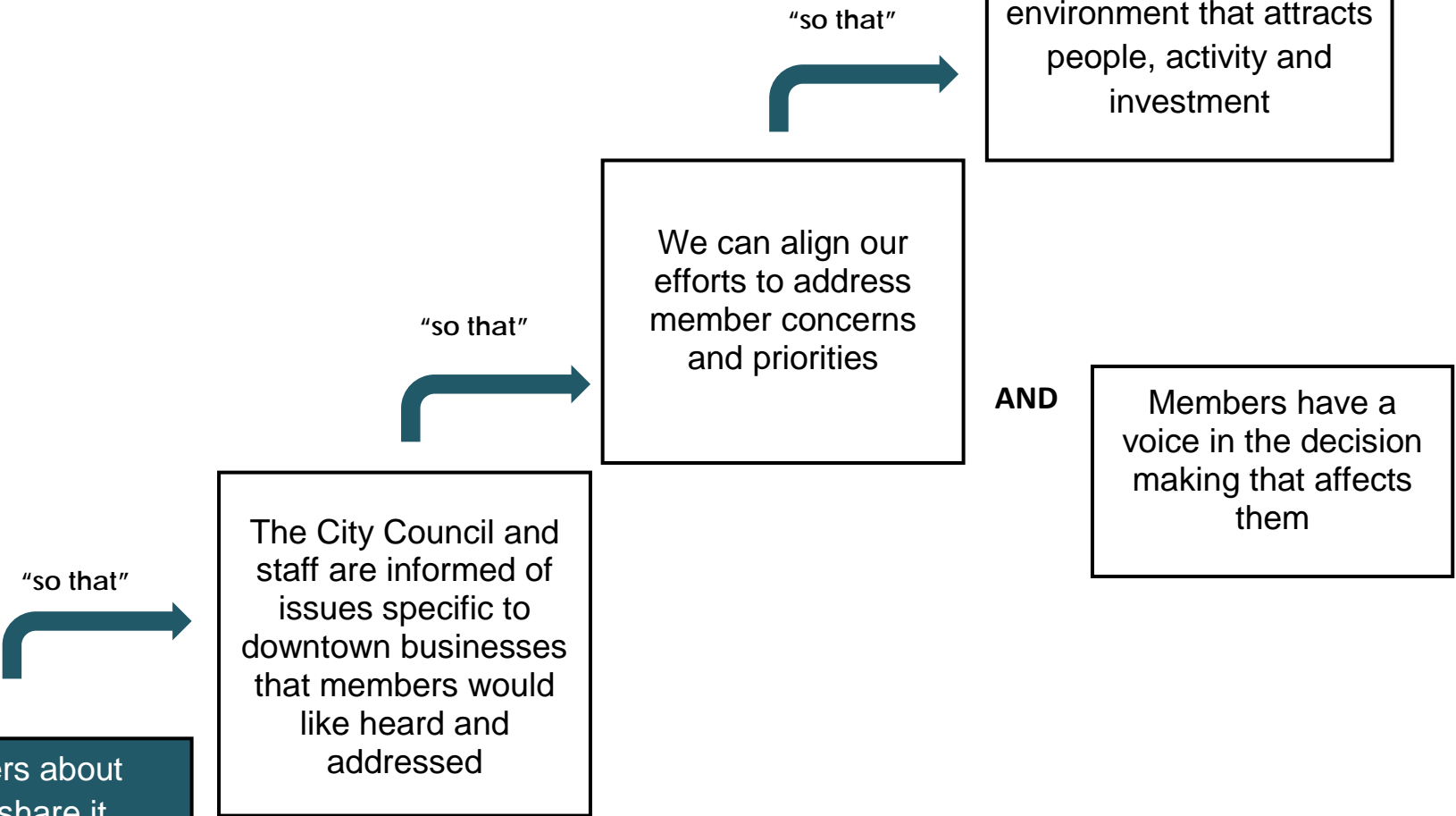
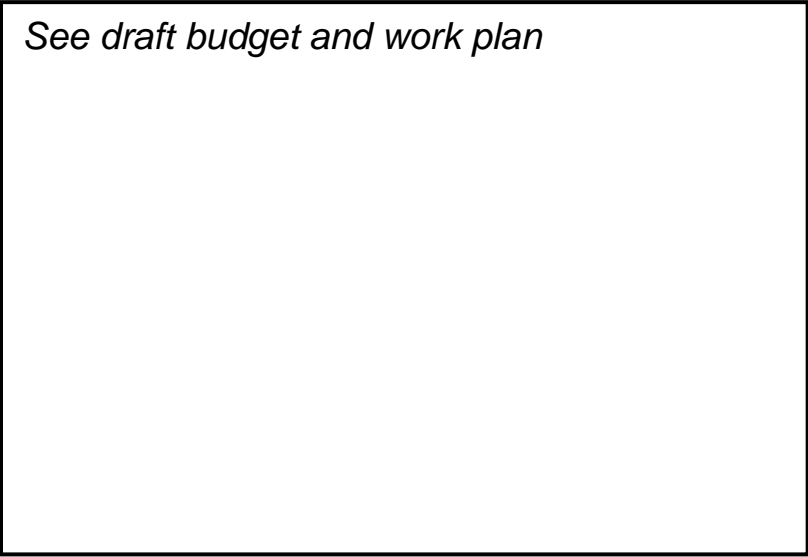
How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:



How we do it:



Clean & Safe

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Support the Downtown Ambassador and Clean Team program
- Fund small projects and sponsor programs that contribute to a welcoming Downtown
- Assess member needs and concerns & Advise the City about programs and projects to address real and perceived clean & safe issues
- Leverage our investments by collaborating with other entities

How we do it:

See draft budget and work plan

"so that"

Downtown feels welcoming, safe and attractive to those who visit, work and live here

"so that"

Downtown Olympia is known as a desirable destination within Thurston County and the State of WA

"so that"

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

AND

Community members and visitors come back again and again

AND

Businesses have a voice pertaining to clean & safe issues, as these have consistently been identified as a priority

Beautiful Streetscapes

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

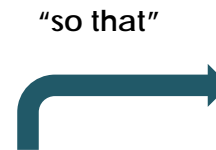
- Support the Downtown Ambassador and Clean Team program
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How we do it:

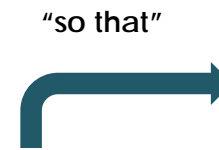
See draft budget and work plan



Downtown feels welcoming, safe and attractive to those who visit, work and live here



The identity and perception of Downtown is improved within Thurston County and the State of WA



Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

AND

Businesses have a voice pertaining to clean & safe issues, as these have consistently been identified as a priority

AND

Visitors come back again and again

Marketing

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Market to the general public, members & businesses to educate and promote events and activities supported by PBIA
- Partner with allied organizations on events, sponsorships, image making and marketing

How we do it:

See draft budget and work plan

"so that"

We spread a unified, positive message about Downtown and ways to experience it

"so that"

People are motivated to visit, shop and participate in events Downtown more often

"so that"

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

Guidance:

- Be timely
- Promote shop local
- Coordinate with ODA on overarching image and message

Parking

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Educate businesses about the parking strategy – how it aims to make parking more convenient for customers and where employees can and should park
- Gather member feedback and advise the City on parking strategy actions (e.g., priorities for parking lot lighting upgrades)
- Support efforts to design signage and improve parking wayfinding overall
- Encourage business participation in potential programs, such as a parking validation program or free bus passes for employees

How we do it:

See draft budget and work plan

“so that”

Businesses understand and participate in the implementation of the Downtown parking strategy

“so that”

All Downtown users have access to predictable short and long-term parking

“so that”

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

AND

Businesses continue to have a voice in its implementation

- Shoppers
- Theater Patrons
- Employers/Employees
- Residents
- Loading/Unloading

Business & Professional Development

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Educate members about the myriad resources to enhance, support and grow their business
- Help to facilitate and fund business training programs
- Encourage members to participate

How we do it:

See draft budget and work plan

"so that"

Downtown businesses have the tools and trainings they need to be successful

"so that"

Businesses can stay and thrive in Downtown as the local economy grows

"so that"

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

Partnerships

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners.

Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

"so that"



"so that"



We:

We partner with allied organizations to carry out initiatives that benefit Downtown

We leverage PBIA funds to more significantly address issues important to members

AND

Joint efforts are strengthened, not duplicated

Ways we partner:

See draft budget and work plan

2017 Expenditures (as of Sept 30, 2017)

	Category/Item	Amount	Notes
	Clean & Safe	Total =	\$46,692.64
	Ambassadors & Clean Team	\$ 43,500.00	
	Maintain cigarette butt containers	\$ 1,392.64	may be additional costs?
	Downtown clean up	\$ 3,000.00	Fall not yet paid, but promised
	Volunteers In Paint	\$ 1,000.00	
	Alley flushings	\$ 800.00	for August and September
	Extra cleaning in December		Costs to be determined at Nov meeting
	Streetscape Beautification	Total =	\$19,835.77
	Murals	\$ 10,000.00	Came out of reserve funds
	Mural Protection	\$ 1,500.00	3 projects(product + labor)
	Flower baskets	\$ 8,289.00	
	Flower basket watering		So far we have \$2240.27 total billed June 30, July 3, July 19
	Parts for flower sprayer	\$ 46.77	may be additional costs not yet charged
	Marketing	Total =	\$19,045.41
	Twinkelfest/holiday promotion	\$ 14,000.00	Not yet spent. Marketing Committee working on scope & detailed budget
	Oly Arts ads	\$ 1,400.00	
	Girls Night Out - Parking tokens	\$ 839.41	Parking tokens + envelopes and labels
	Pride sponsorship	\$ 500.00	
	Squarespace website hosting	\$ 156.00	
	Twinkelfest 2016 - ODA bill in Jan	\$ 2,150.00	
	Administration	Total =	\$2,318.86
	Survey Monkey	\$ 312.00	For 2018, we will start using citywide account to reduce costs
	Board Retreat	\$ 525.00	Food and room reservation
	Member meeting	\$ 1,125.00	Food and misc.
	Board support items	\$ 356.86	name plates, binders, etc.
	Communications	Total =	\$0
	Parking	Total =	\$0
	Total	\$ 90,892.68	Full costs for flower basket watering, extra cleaning and some other items not available

PBIA - 2018 DRAFT Budget

	Category/Item	Amount	Notes
	Communications	\$ -	Communication materials will be provided by CP&D
	Clean & Safe	Total =	\$49,000.00
	Ambassadors & Clean Team	\$ 43,500.00	
	Maintain cigarette butt containers	\$ 1,500.00	
	Downtown clean up	\$ 3,000.00	
	Volunteers In Paint	\$ 1,000.00	
	Extra cleaning ??		(alley flushings, Dec., etc.)
	Streetscape Beautification	Total =	\$20,000.00
	Flower baskets	\$ 10,000.00	estimated amount
	Flower basket watering	\$ 10,000.00	estimated amount
	Public art investment		??
	Marketing	Total =	\$1,500.00
	Annual marketing budget		?? includes holidays/Twinklefest
	Event sponsorships	\$ 1,500.00	
	Parking	\$ -	Communication materials will be provided by CP&D
	Business Training		??
	Administration	\$ 2,000.00	e.g., annual member dinner, misc.
	Contingency	\$ 2,000.00	
	Total	\$ 70,500.00	
	Estimated Budget	\$ 110,000.00	
	Remaining estimated budget balance	\$ 39,500.00	

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ATTACHMENT 4

PBIA (Parking & Business Improvement Area) Advisory Board DRAFT 2018 Work Plan (April 1, 2018 to March 31, 2019)

The committee has scheduled 12 regular meetings to accomplish this work plan.

Professional staff liaison for PBIA is Amy Buckler

Support is provided by Mark Rentfrow, Downtown Liaison

SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

A. Communications (with members/downtown businesses)

Unless otherwise noted, there is sufficient professional and administrative staff time to accomplish the Section #1 staff commitments in 2018.

Estimated Percent of Overall Committee Effort: xx%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
Plans				
1A.1 Develop Welcome Packet for New Downtown Businesses PBIA Role: Work with staff to scope materials and messages for a welcome packet to be distributed to new and transitioning businesses in the downtown Deliverable: Welcome packets	Creating welcome packets: 1.5 hours	1.5 hours + Create the welcome packet materials	Q1	Welcome packets will be supplied by CP&D Communications
1A.2 Welcome Wagon PBIA Role: Advisory board members will attempt to make a face-to-connection with each business owner and forge ongoing relationships	Variable; occurs outside of PBIA meetings	Hours: N/A + Support any logistical needs	Q1-4	N/A

Deliverable: Welcoming business environment				
<p>1A.3 Survey Downtown Businesses: Gage 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 quarterly to members online; establish a “suggestion box” – both physical and online - to constantly gather member feedback.</p> <p>Deliverable: Survey results and other comments received will be provided to City Council through quarterly reports given to the General Government Committee</p>	2 hours (.5 hours quarterly)	<p>2 hours (.5 hours quarterly)</p> <p>+ Put survey online, notice it, prepare summary report</p> <p>+ Put up and monitor suggestion box, prepare summary</p>	Q1-4	N/A
<p>1A.4 Advise Staff re: Messages to Convey in Periodic Downtown Communications</p> <p>PBIA Role: Advise staff about messages important to convey in ongoing communication materials to members/Downtown businesses (e.g., e-blasts, quarterly or bi-annual newsletters, PBIA annual report)</p> <p>Deliverable: As part of a City staff effort to coordinate downtown communications, updates about PBIA initiatives and other PBIA advisory board recommended messages will be included</p>	10 minute discussion at each meeting	<p>10 minute discussion at each meeting</p> <p>+ Prepare and distribute communications</p>	Q1-4	N/A

1A.5 Annual member meeting PBIA Role: Host an annual meeting for PBIA members (ratepayers). This is required by the PBIA bylaws. Deliverable: Meeting to promote member relations.	2.5 hours (.5 hours to plan to event, 2 hours for event)	2.5 hours (.5 hours to plan to event, 2 hours for event) + Handle meeting logistics	TBD	\$1,500 PBIA funds

SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

B. Clean & Safe

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

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
Plans				
1B.1 Partially fund the Downtown Ambassador and Clean Team program PBIA Role: Provide funds. Gather feedback from members about the program, which may influence priorities. Deliverable: Leverage City funds to expand the ambassador and clean team operations.	0 hours (any time devoted would be part of Communications in Section 1)	0 hours (any time devoted would be part of Communications in Section 1)	Q1-4	\$43,500

<p>1B.2 Sponsor ODA's Volunteer in Paint and Downtown Clean-Up Events</p> <p>PBIA Role: Provide funds to help carry out these events.</p> <p>Deliverable: Helps to Purchase paint and other materials that help implement the events, ultimately leading to a cleaner downtown.</p>	<p>0 hours</p> <p>(Committee members might volunteer to participate in these events)</p>	<p>0 hours</p>	<p>?</p>	<p>\$4,000</p> <p>(\$1000 VIP; \$1,500 Spring Clean-Up; \$1,500 Fall Clean-Up)</p>
<p>1B.3 Maintain Cigarette butt containers: People break these sometimes in an effort to obtain used cigarettes, which can require welding and/or fixing the locks.</p> <p>PBIA Role: Provide funds</p> <p>Deliverable: Waste containers for cigarette butts, which help keep downtown sidewalks clean</p>	<p>0 hours</p>	<p>0 hours</p>	<p>Q1-4</p>	<p>\$1,500</p>
<p>1B.4 TBD</p> <p>PBIA Role: x</p> <p>Deliverable: x</p>				

SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

C. Beautiful Streetscapes

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
Plans				
1C.1 Flower Baskets: 160-180 flower baskets to be hung and regularly maintained from end of May-Sept PBIA Role: Review 2018 results and provide input to staff about contract needs for 2019 program Deliverable: Flower baskets contribute to an attractive and welcoming downtown environment	.5 hours	.5 hours	Q2-3	\$20,000 total (\$10,000 for product and \$10,000 for maintenance)
1C.2 Public Art Investment: Could be a mural, benches, sculpture, etc. PBIA Role: Establish scope for the project (medium, message or theme, selection process, etc.) and support implementation as needed. Deliverable: A new piece of art in the Downtown.	2-3 hours	2-3 hours	??	??

1C.3 TBD	x hours			
PBIA Role: x				
Deliverable: x				

SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

D. Marketing

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
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Plans

D.1 Marketing Downtown through various media outlets: Includes holiday promotion/Twinklefest PBIA Role: In collaboration with potential partners or contract agencies, help to shape a media plan for the year (message, reach, timeline, etc.) and provide input to staff regarding its implementation Deliverable: A cohesive marketing strategy to draw local and regional visitors to downtown	Whether this is done through a contract or partnership with ODA and what PBIA's exact role would be is TBD		Q1-4	?
D.2 Sponsoring Events that benefit and draw visitors into downtown (e.g., Pride, Girls Night Out, Trick or Treat, etc.)				?

<p>PBIA Role: Choose which events to sponsor and amount</p> <p>Deliverable: Support for events hosted by other organizations</p>				
<p>D.3 Provide a welcome packet to new downtown residents</p> <p>PBIA Role: Work with staff to identify materials for the welcome packet. Work with downtown businesses to include coupons, etc. Determine how the welcome packets are to be distributed</p> <p>Deliverable: A packet of information to welcome residents to downtown.</p>				

SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

E. Parking

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
<p>1E.1 Educate businesses about the City parking strategy – how it aims to make parking more convenient for customers and where employees can and should park</p> <p>PBIA Role: Advise staff on development of communication materials and member outreach to businesses</p>				

Deliverable: Materials and messages				
1E.2 TBD – waiting for final parking strategy; refer to public value map PBIA Role: x Deliverable: x	x hours			

SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

F. Business Training

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
1F.1 De-escalation training with dispute resolution center PBIA Role: Funding. Promoting participation of businesses. Deliverable: x hour class that does xyz	x hours			
1F.2 TBD PBIA Role: x Deliverable: x	x hours			

SECTION 2: Administrative Duties

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
Plans				
2.1 Provide input re: potential update to PBIA Ordinance PBIA Role: Provide input to the City Council re: the scope of necessary changes, and potentially make more specific recommendations if requested by Council Deliverable: Input to staff & Council	2 hours	2 hours	Q1 – Input re: scope Q2/Q3 – Any specific recommendations as requested	Included in CP&D base budget
2.2 Review & update PBIA Bylaws PBIA Role: Scope, consider and adopt potential changes to PBIA bylaws Deliverable: Updated bylaws	3 hours	3 hours	Q1 – scope Q2/Q3 – Adopt new bylaws following potential changes to the PBIA ordinance	Included in base CP&D budget
2.3 Receive briefing on efforts to improve PBIA assessment procedures: This is a staff administrative function PBIA Role: Hear the information. Provide any insights. Deliverable: PBIA understands the process and can communicate it to	x hours		Q2 – this may be tied in part to the ordinance update (#2.1)	Included in CP&D base budget

members				
2.4 Recommendation on PBIA's 2019 budget PBIA Role: Develop a recommended 2019 budget to implement PBIA's roles and goals Deliverable: Recommended budget	3 hours	3 hours	Q4	Recommendation process included in CP&D base budget. Shapes the 2019 PBIA budget

SECTION 3. Input to Staff

As programs are implemented and administrative procedures developed, staff often consults with committees for their input and perspective. Input from committee members is considered by staff in implementing the program or policy.

Unless otherwise noted, there is sufficient professional and administrative staff time to accomplish the Section #2 staff commitments in 2018.

Estimated Percent of Overall Committee Effort: xx%

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
MISCELLANEOUS				
3.1 TBD PBIA Role: x Deliverable: x				
3.2 TBD PBIA Role: x				

Deliverable: x				
SECTION 4. 2018 Informational Briefings (about issues of importance to downtown) Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items. Estimated Percent of Overall Committee Effort: x%				
Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
MISCELLANEOUS				
4.1 TBD PBIA Role: x Deliverable: x				
4.2 TBD PBIA Role: x Deliverable: x				

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ATTACHMENT 5



PBIA Advisory Board

Clarification of PBIA Advisory Board Term Limit End Date

Agenda Date: 10/12/2017
Agenda Item Number: 6.C
File Number: 17-1025

Type: decision Version: 1 Status: In Committee

Title

Clarification of PBIA Advisory Board Term Limit End Date

Report

Issue:

Clarify that PBIA terms end in December rather than February.

Staff Contact:

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

Presenter(s):

Amy Buckler

Background and Analysis:

The PBIA Bylaws specify that terms of office shall be January 1 through December 31 of each calendar year (Section 10.01). However, it has been an ongoing practice for terms to end in February of each calendar year. The reason for this is unclear.

Staff has been asked to clarify with the Board that the terms end in December, and to verify that this will be the practice moving forward.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Verify that the practice moving forward will be for terms to end in December, per the Bylaws.
2. Request that the term ending date be reconsidered as part of the scope of updating PBIA bylaws in 2018.

Financial Impact:

Included in base budget.

Attachments:

None