



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, November 9, 2017

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

- 3.A** [17-0962](#) Approval of July 25, 2017 PBIA Clean and Safe Committee Meeting Minutes

Attachments: [Minutes](#)

- 3.B** [17-1135](#) Approval of August 10, 2017 Meeting Minutes

Attachments: [Minutes](#)

- 3.C** [17-1134](#) Approval of September 14, 2017 PBIA Meeting Minutes

Attachments: [Minutes](#)

- 3.D** [17-1059](#) Approval of the September 20, 2017 PBIA Communications and Partnerships Subcommittee Meeting Minutes

Attachments: [Minutes](#)

- 3.E** [17-1136](#) Approval of October 12, 2017 PBIA 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** [17-1139](#) Parliamentary Procedures Review

Attachments: [Parliamentary procedures](#)

6.B [17-1137](#) Recommendation on 2018 PBIA Budget

Attachments: [Draft 2018 budget](#)
 [2017 Expenditures](#)
 [Draft 2018 Work Plan](#)
 [Public Value Maps](#)

6.C [17-1141](#) Decision on whether to replace lightbulbs on holiday snowflakes**6.D** [17-1030](#) Increased Seasonal Cleaning in Downtown Olympia**6.E** [17-1140](#) Update on PBIA Board Elections**7. REPORTS**

Marketing committee report (Janis Dean)

Update on PBIA assessments (Amy Buckler)

8. OTHER TOPICS**9. ADJOURNMENT****Upcoming****Accommodations**

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

PBIA Advisory Board

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

Agenda Date: 10/24/2017
Agenda Item Number: 3.A
File Number: 17-0962

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

Title

Approval of July 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

Tuesday, July 25, 2017

2:30 PM

Conference Room 112

Special Meeting of the PBIA Clean and Safe Committee

1. CALL TO ORDER

Ms. Carr called the meeting to order at 2:30 p.m.

1.A ROLL CALL

Present: 7 - Chair Mary Corso, Boardmember Alana Carr, Boardmember Jacob David, Boardmember David Rauh, Boardmember Nathan Rocker, Boardmember Danielle Ruse and Boardmember Jeffrey Trinin

OTHERS PRESENT

City Staff

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

2. APPROVAL OF AGENDA

Mr. Rauh asked to amend the agenda removing item 3.A and adding a new item, Signage Proposal for Downtown businesses, to Other Topics.

The agenda was approved as amended.

3. APPROVAL OF MINUTES

- 3.A** [17-0658](#) Approval of March 28, 2017 PBIA Clean and Safe Committee Meeting Minutes

Attachments: [Minutes](#)

The minutes were postponed.

- 3.B** [17-0735](#) Approval of May 30, 2017 PBIA Clean and Safe Committee Meeting Minutes

Attachments: [Minutes](#)

The minutes were approved.

4. PUBLIC COMMENT - None**5. ANNOUNCEMENTS**

Ms. Buckler clarified her role and that of Mr. Rentfrow's for daily PBIA Board operations.

6. BUSINESS ITEMS**6.A [17-0780](#) Review of 2017 Clean & Safe Initiatives**

Attachments: [ATTACH 1. Clean & Safe initiatives](#)
[ATTACH 2. 2017 Budget](#)

Ms. Carr discussed the application of Vandlguard on existing PBIA Murals. Mr. Rentfrow agreed to coordinate that initiative.

Board Member Carr inquired on the status of butt collectors. Committee Member Trinin shared experiences from his shop and working with Zeigler's Welding for maintenance and repair.

Board Member Trinin moved that the Committee approve necessary funds to cover the cost of Vandlguard, a sprayer, and labor to apply it within the Committee's \$16,000 budget. Board Member Carr seconded. Motion passed.

The report was approved.

7. REPORTS - None**8. OTHER TOPICS**

Board member Rauh presented a signage proposal for the Committee to consider with positive messages for Downtown businesses. The message is "Hate has no home here." The Committee unanimously approved recommending the purchase of 100 signs at \$2.00 each for the Board to consider at the next meeting.

9. ADJOURNMENT

The meeting adjourned at 3:30 p.m.



City Hall
601 4th Avenue E.
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PBIA Advisory Board

Approval of August 10, 2017 Meeting Minutes

Agenda Date: 11/9/2017
Agenda Item Number: 3.B
File Number: 17-1135

Type: minutes Version: 1 Status: In Committee

Title
Approval of August 10, 2017 Meeting Minutes

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Meeting Minutes

PBIA Advisory Board

ATTACHMENT 1

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, August 10, 2017

6:00 PM

Room 207

1. CALL TO ORDER

Chair Corso called the meeting to order at 6:01 p.m.

1.A ROLL CALL

Present: 10 - Chair Mary Corso, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Bobbi Kerr, Boardmember Kim Murillo, Boardmember David Rauh, Boardmember Nathan Rocker, Boardmember Danielle Ruse and Boardmember Jeffrey Trinin

Excused: 3 - Vice Chair Justin McIntyre, Boardmember Audrey Henley and Boardmember Sheila Irish

OTHERS PRESENT

Councilmember Jeannine Roe
Community Planning and Development Staff:
PBIA Staff Liaison Amy Buckler
Downtown Liaison Mark Rentfrow
Downtown Ambassadors: Katherine and Teal
Minutes Recorder Stacey Rodell

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [17-0836](#) Approval of July 13, 2017 PBIA Meeting Minutes

Chair Corso suggested an addition to the Reports section of the minutes. Add in Clean and Safe Committee - no report at this time.

The minutes were approved as amended.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS - None

6. BUSINESS ITEMS**6.A** [17-0828](#) 2018 Work Plan & Budget Development Process

Ms. Buckler reviewed the PBI 2018 work plan and budget development process via PowerPoint presentation.

The Board agreed to have Ms. Buckler restructure the 5-year plan. Each of the sub-committees will meet with Ms. Buckler for one hour over the next month.

The Board decided on September 14, 2017 from 5:00 p.m. - 7:00 p.m. as the date for its annual retreat. It will be held in the LOTT Center boardroom.

The information was discussed.

6.B [17-0829](#) Discussion about the PBI's Annual Ratepayer Meeting and Survey

The information was discussed. The Board decided on September 27, 2017 from 6:00 p.m. to 8:00 p.m. as the date for the annual ratepayer meeting.

6.C [17-0830](#) Consideration of Clean & Safe Committee Recommendations

Clean & Safe Committee discussed buying additional Vandalguard to protect existing murals. The Committee also discussed ordering positive message signage to be distributed to downtown businesses who wish to display them. Additional alley flushes will begin this weekend. A map of those alleys was passed around to the Board. Additional Clean Team service during weekends in December for the holiday season was discussed and Mr. Rentfrow will obtain additional information about services. Additional cigarette butt collectors are being repaired.

Boardmember David moved, seconded by Boardmember Trinin, to use the following funds from the Clean and Safe 2017 budget: \$3,200 for Vandalguard, \$800 for alley flushes and \$200 for positive signs. The motion was unanimously approved.

6.D [17-0814](#) Twinklefest 2017 Status Report/Update

The Marketing Committee reported on its last meeting where it discussed the fourth quarter marketing and advertising budget.

Boardmember Dean moved, seconded by Boardmember David, to move \$1700 from the 2017 marketing budget and \$2300 from the communications budget into the holiday support 2017 budget. The motioned was unanimously approved.

6.E [17-0831](#) Formation of a Nomination Committee for Upcoming Elections

Ms. Buckler stated the Board needs to determine who from the Board will serve on a nominating committee that will be tasked with soliciting prospective new board

members to stand for election in November. The Board should also identify a lead for this committee. Boardmembers: Kerr, Rauh and Ruse indicated they would like to serve on this Committee. Boardmember Kerr will serve as the Chair of this Committee.

The Committee was unanimously approved.

7. REPORTS

Chair Corso reported on the Jurassic Parliament training she attended.

Mr. Rentfrow handed out the Downtown Ambassador's monthly work report. The Ambassador's briefly spoke about the past month. There has been an increase in graffiti and the Clean Team is working hard to address this issue.

Councilmember Roe inquired as to when the new Portland Loo restroom facility at the Artesian Well would be open. Mr. Rentfrow stated Public Works indicated it will be open very soon.

Ms. Buckler indicated she is working on obtaining signed technology policies from the Board. She will provide additional information on logging into a City email account at a future meeting.

Ms. Buckler indicated staff is working with the Marketing Committee on a Request for Proposal (RFP) for a vendor to supply the hanging flower baskets as well as a vendor to water the flower baskets for next year.

8. OTHER TOPICS

- 8.A** [17-0838](#) PBIA Advisory Board Priorities, August-December 2017

The information was received.

- 8.B** [17-0837](#) Upcoming PBIA meetings

The information was received.

9. ADJOURNMENT

The meeting adjourned at 7:40 p.m.



City Hall
601 4th Avenue E.
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PBIA Advisory Board

Approval of September 14, 2017 PBIA Meeting Minutes

Agenda Date: 11/9/2017
Agenda Item Number: 3.C
File Number: 17-1134

Type: minutes Version: 1 Status: In Committee

Title
Approval of September 14, 2017 PBIA Meeting Minutes

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Meeting Minutes

PBIA Advisory Board

ATTACHMENT 1

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, September 14, 2017

5:00 PM

LOTT Board Room

Special Meeting - PBIA Board Retreat

1. CALL TO ORDER

Chair Corso called the meeting to order at 5:03 p.m.

1.A ROLL CALL

Councilmember Roe and Boardmember Dean arrived after the roll call was taken.

Present: 10 - Chair Mary Corso, Boardmember Alana Carr, Boardmember Janis Dean, Boardmember Sheila Irish, Boardmember Bobbi Kerr, Boardmember Kim Murillo, Boardmember David Rauh, Boardmember Nathan Rocker, Boardmember Danielle Ruse and Boardmember Jeffrey Trinin

Excused: 2 - Boardmember Jacob David and Boardmember Audrey Henley

OTHERS PRESENT

Community Planning and Development Staff:
Director Keith Stahley
PBIA Staff Liaison Amy Buckler
Downtown Liaison Mark Rentfrow
Minutes Recorder Stacey Rodell

New PBIA Boardmember Jeff Barrett

2. APPROVAL OF AGENDA

The agenda was approved.

3. ANNOUNCEMENTS

The PBIA annual rate payer meeting will be held on Wednesday - September 27th at 6:00 p.m. at Ramblin Jacks restaurant.

4. BUSINESS ITEMS

[17-0944](#) Discussion about PBIA Roles, Goals and 2018 Work Plan Priorities

Ms. Buckler reviewed the PBIA roles, goals and 2018 work plan priorities via a PowerPoint presentation. A copy of the presentation can be found in the meeting details on the City's website. The Boardmembers assembled into two groups to discuss "how we do it" for each of the goals of the PBIA. Each of the two groups shared the results of its discussion.

Communications

- Send out shorter surveys more frequently to rate payers
- Gathering more member contact information
- Creating a physical and electronic comment box for rate payers
- Welcome wagon delivering a welcome packet to new member
- Putting the City of Olympia's PBIA website page to better use
- Monthly meetings with bar owners

Clean, Safe and Beautiful

- Would like to see beautiful be in its own category
- Alley flushing
- Flower baskets and art
- Asking members if they would rather the PBIA funds be spent on cleaning up streets and sidewalks or on art/murals

Marketing

- Advertising - Billboards
- Twinklefest
- Sponsor the Downtown for The Holidays event
- Working with the Olympia Downtown Association on advertising
- Focusing on PBIA events

The discussion was completed.

5. ADJOURNMENT

The meeting adjourned at 7:51 p.m.



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

PBIA Advisory Board

Approval of the September 20, 2017 PBIA Communications and Partnerships Subcommittee Meeting Minutes

Agenda Date: 11/9/2017
Agenda Item Number: 3.D
File Number: 17-1059

Type: minutes Version: 1 Status: In Committee

Title
Approval of the September 20, 2017 PBIA Communications and Partnerships Subcommittee 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 20, 2017

10:00 AM

Room 112

Special meeting of the Communications Subcommittee

1. CALL TO ORDER

The meeting was called to order at 10:10 a.m.

1.A ROLL CALL

Present: 1 - Boardmember Danielle Ruse

OTHERS PRESENT

City Staff
Amy Buckler, Staff Liaison and Senior Planner

Guests
Teal Russell
Katherine

2. APPROVAL OF AGENDA

The agenda was approved.

3. PUBLIC COMMENT - None

4. ANNOUNCEMENTS - None

5. BUSINESS ITEMS

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

Attachments: [Draft agenda](#)

The PBIA Communications Subcommittee discussed the planning of the PBIA Ratepayer Meeting to be held September 27, 2017. Discussion items included:

- Presentation by PBIA Liaison
- Presentation by the Downtown Ambassadors

The discussion was discussed and closed.

6. ADJOURNMENT

The meeting adjourned at 10:45 a.m.



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

PBIA Advisory Board

Approval of October 12, 2017 PBIA Meeting Minutes

Agenda Date: 11/9/2017
Agenda Item Number: 3.E
File Number: 17-1136

Type: minutes Version: 1 Status: In Committee

Title
Approval of October 12, 2017 PBIA 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, October 12, 2017

6:00 PM

Council Chambers

1. CALL TO ORDER

Chair Corso called the meeting to order at 6:00 p.m.

1.A ROLL CALL

Present: 10 - Chair Mary Corso, Boardmember Jeffrey Barrett, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Audrey Henley, Boardmember Kim Murillo, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Jeffrey Trinin

Excused: 3 - Boardmember Sheila Irish, Boardmember Bobbi Kerr and Boardmember Danielle Ruse

OTHERS PRESENT

City of Olympia Community Planning & Development:
Amy Buckler, Senior Planner

Olympia Police Department:
Aaron Jelcick, Deputy Police Chief

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

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

The minutes were approved.

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

The minutes were approved.

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

The minutes were approved.

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

The minutes were approved.

4. PUBLIC COMMENT

Lyndsay Galariada, from Quality Self Storage, introduced herself to the Board.

5. ANNOUNCEMENTS

Ms. Buckler provided a handout of upcoming PBIA meetings and informed the Board that she will be giving a PBIA update to the City Council's General Government Committee on October 25, 2017. Boardmember attendance is not required.

Deputy Police Chief Jelcick with the Olympia Police Department presented an overview of Proposition 1, the Public Safety Measure, to the Board. Proposition 1 will be on the ballot in November.

6. BUSINESS ITEMS

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

Ms. Buckler provided usernames and passwords to the Board for their individual City Outlook email accounts and demonstrated the basic processes of logging in, creating a new email and searching for an email address. Effective immediately, PBIA communications will be entirely through City Outlook email accounts. The Board reviewed public record processes and email rules of thumb.

The report was received.

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

Ms. Buckler gave an overview of the PBIA Draft 2018 Work Plan and Budget as well as survey results from the September 28, 2017 through October 9, 2017 online PBIA member survey. The Board discussed. Final recommendations for the PBIA Budget will be made at the next PBIA meeting on November 9, 2017. The 2018 Work Plan, which includes briefings, input to staff, administrative duties and potential partnerships, is due to the City Council around February.

Boardmember Dean provided the Marketing Committee report on Holiday/Twinklefest Promotions. The Board recommended purchasing a video advertisement through Olympia Film Society to promote Twinklefest.

The discussion was completed.

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

Terms end December 31 rather than in February.

The information was provided.

7. REPORTS

Ms. Buckler gave a report on the Nomination Committee.

8. ADJOURNMENT

The meeting adjourned at 8:35 p.m.



PBIA Advisory Board
Parliamentary Procedures Review

Agenda Date: 11/9/2017
Agenda Item Number: 6.A
File Number: 17-1139

Type: report Version: 1 Status: In Committee

Title
Parliamentary Procedures Review

Report
Issue:
Briefing only.

Staff Contact:
Amy Buckler, Senior Planner, 360.570.5847, abuckler@ci.olympia.wa.us
[<mailto:abuckler@ci.olympia.wa.us>](mailto:abuckler@ci.olympia.wa.us)

Presenter(s):
Chair Mary Corso

Background and Analysis:
Earlier this year, Chair Corso attended parliamentary procedures training. She will refresh the board on the key take-aways.

Neighborhood/Community Interests (if known):
N/A

Options:
Briefing only

Financial Impact:
None.

Attachments:
Notes from training

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Notes provided to PBIA board
by Chair Mary Corso
August 10, 2017

Jurassic Training and the PBIA

Justin and I attended the training in June. While we were both familiar with Roberts Rules the Jurassic version addressed the Rules more in depth.

My take a ways:

1) The Members Roles

- a. The majority must be allowed to rule
- b. The minority have rights that must be respected
- c. Members have a right to information to help make decisions
- d. Courtesy and respect are required
- e. All members have equal rights
 - i. Members must raise their hands to speak (no side bars or discussion unless called on)
 - ii. Members take turns in responding to a question in order (around the table)
- f. Members have a right to an efficient meeting.

2. The Chair/Presider is not the boss; the chair is the presider of the meeting to make sure everything is fair.

- a. The presider is the most important and the least important person in the room;
- b. Must be strict on procedure and a benevolent dictator
- c. Is not responsible for the decision the group makes;
- d. Must balance the emotional and procedural aspects of every meeting
- e. Chair speaks in the third person
- f. The meeting
 - i. Opens meeting
 - ii. Keep the meeting orderly
 - iii. Keeps emotions and votes in line with the rules
 - iv. Expedite business
 - 1. Calls on members wishing to speak and only those who are called on may speak
 - v. Enforce Order and Decorum
 - vi. Decide on questions of Order (point of Order)
 - vii. Close Meeting

Notes provided to PBIA board
by Chair Mary Corso
August 10, 2017

3. Point of Order may be called upon by members
 - a. When a member breaks a rule, a member may call for a Point of Order if the rules are broken, and may interrupt speaker.
 - i. Chair must ask "State your Point"
 1. Member must state the point of order they are addressing
 - ii. Chair considers the point and rules for or against.

Why do the City and its Advisory committees adopt Parliamentary Procedures/Roberts Rules?

- i. Conversational style meetings have a tendency to be less efficient and
- i. Some members may dominate the conversation.
- ii. Advisory boards and commission meetings are to be inclusive
- iii. Ensure there is a structure to make sure everyone has an equal chance to speak.
- iv. Make sure that the meeting is fair and efficient.

Note: This will be a change and may take awhile to integrate these procedures however, we look forward to having Amy and Mark work with us to integrate these changes in the future.



PBIA Advisory Board

Recommendation on 2018 PBIA Budget

Agenda Date: 11/9/2017
Agenda Item Number: 6.B
File Number: 17-1137

Type: recommendation Version: 1 Status: In Committee

Title

Recommendation on 2018 PBIA Budget

Recommended Action

Move to forward a recommended 2018 budget to the City Council

Report

Issue:

Whether to recommend to City Council the draft 2018 PBIA 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:

The PBIA board discussed the 2018 budget at their meeting in October. Attachment 1 outlines the draft 2018 budget. The board agreed with most of the outlined budget, but identified a few key discussion points for this meeting. Answers were not available at the time of this staff report and will be provided at the meeting.

- Total estimated budget. The assessment is just now being finalized. Staff will confirm what the estimated total budget is at the meeting.
- Sponsorship amount for Downtown clean-up . Chair Corso to inquire what the \$3,000 is used for. The Board may want to reduce the amount, perhaps adding to the VIP program sponsorship.
- New sprayer for watering . Public Works Probation Crew will water flower baskets next summer. Staff to inquire whether the purchase of a new sprayer is a necessary expense of PBIA funds.
- Public art investment . The board has not yet set an amount for this. While the board does not necessarily need to determine what type of art to invest in (i.e., mural, benches, etc.) some

discussion would help toward setting an amount. In keeping with PBIA's stated objective, staff recommends choosing one project and focusing on implementing it really well.

- Annual marketing budget. It will be necessary to contract out for ad/content creation and placement services in order to do effective marketing in 2018. There is a potential opportunity to partner with ODA for this, and the holiday marketing partnership is a test run. At the October meeting, the board expressed interest and reservations about this. There is recognition that working together on a coordinated message, reach and timing will ultimately be more effective. However, there are concerns about ensuring this is an equally beneficial partnership and questions about how PBIA would be involved along the way.

Staff recommended a marketing budget for the entire year of at least \$25,000, to support both creative and logistics. ODA is considering hiring a marketing and event coordinator in 2018. Their vision is to focus on storytelling and to use social media and blogs in addition to ad placement. A partnership could leverage this talent. To address PBIA's concerns, staff recommends an overarching marketing plan for the year be formed with guidance from both the PBIA and ODA boards. A formal contract between the City and ODA should stipulate what the PBIA funds be used for, and a PBIA member participate or provide input where appropriate as mutually agreed.

BACKGROUND

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 4 is the updated public value maps.

An online member survey was open September 25-October 9. Results were provided at the October meeting.

Attachment 2 describes what PBIA has spent money on in 2017.

Attachment 3 outlines the working draft 2018 work plan. This can be further refined in January.

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:

Following discussion:

1. Move to forward a recommended 2018 budget to the City Council
2. Do not forward a recommended budget to City Council (which would mean Council sets the budget without input)

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:

Draft 2018 Budget
2017 Expenditures
Draft 2018 work plan
Public Value Maps

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PBIA - 2018 DRAFT Budget			
Category/Item	Amount	Notes	
Communications	\$ -	Communication materials will be provided by CP&D	
Clean & Safe	Total =	\$50,200.00	
Ambassadors & Clean Team	\$ 43,500.00		
Maintain cigarette butt containers	\$ 1,500.00		
Downtown clean up	\$ 3,000.00	Board wanted to discuss this amount further	
Volunteers In Paint	\$ 1,000.00		
Extra alley flushings	\$ 1,200.00	3 extra flushings for July, August, September	
Streetscape Beautification	Total =	\$26,000.00	
Flower baskets	\$ 10,000.00	estimated amount	
Flower basket watering	\$ 10,000.00	estimated amount	
New sprayer for watering	\$ 6,000.00	estimated amount	
Public art investment			
Marketing	Total =	\$1,500.00	
Annual marketing budget		including holidays/Twinklefest	
Event sponsorships	\$ 1,500.00		
Parking	\$ -	Communications materials will be provided by CP&D	
Business Training	\$ -	Communications materials will be provided by CP&D	
Administration	\$ 2,000.00	e.g., annual member dinner, misc.	
Contingency	\$ 2,000.00		
Total	\$ 77,700.00		
Estimated Budget	\$ 110,000.00		
Remaining budget balance	\$ 32,300.00		

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ATTACHMENT 1

2017 Expenditures (as of Oct 4, 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	\$ 8,000.00	Estimated. So far we have \$6651.09 total billed through Oct 4	
Parts for flower sprayer	\$ 227.63		
Marketing	Total =	\$19,045.41	
Twinkelfest/holiday promotion	\$ 14,000.00	Net yet spent. Marketing Committee working on scope & detailed budget. Possible partnership with ODA.	
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 =	\$2,432.01	
Survey Monkey	\$ 312.00	For 2018, we will start using citywide account to reduce costs	
Board Retreat - food	\$ 525.00		
Member meeting	\$ 1,125.00		
Misc	\$ 470.01	name plates, binders, etc.	
Communications	Total =	\$0	
Parking	Total =	\$0	
Total	\$ 99,186.69	Full costs for flower basket watering, extra cleaning and some other items not available	

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ATTACHMENT 2

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 and ongoing outreach with downtown businesses/PBIA members PBIA Role: Advisory board members will attempt to make a face-to-connection with each business owner and forge ongoing	Variable; occurs outside of PBIA meetings	Hours: N/A + Support any logistical needs	Plan this in Q1 Q1-4	N/A

relationships Deliverable: Welcoming business environment				
1A.3 Survey Downtown Businesses: Gage the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBIA and City efforts. 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. Deliverable: Survey results and other comments received will be provided to City Council through quarterly reports given to the General Government Committee	2 hours (.5 hours quarterly)	2 hours (.5 hours quarterly) + Put survey online, notice it, prepare summary report + Put up and monitor suggestion box, prepare summary	Q1-4	N/A
1A.4 Advise Staff re: Messages to Convey in Periodic Downtown Communications 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) Deliverable: As part of a City staff effort to coordinate downtown communications, updates about PBIA initiatives and other PBIA advisory board recommended	10 minute discussion at each meeting	10 minute discussion at each meeting + Prepare and distribute communications	Q1-4	N/A

messages will be included				
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 3

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

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

AND

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

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

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

2018 Initiatives:

- Carry out welcome wagon and ongoing outreach with member businesses
- Create welcome packets for new businesses
- Advise staff re: downtown communications
- Host annual member meeting

Some Related Efforts of Importance to PBIA Members:

- How Downtown Ambassadors & Clean Team can help businesses
- 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
 - Street improvement projects
 - Public restrooms, walking patrol, shared trash compactors, artesian commons programming, etc.
 - Development projects (encouraging private investment)
 - Sea level rise response plan, nightlife safety plan for the Entertainment Area, mixed-income housing strategy
 - Coordinated response to homelessness & street dependency in Downtown that includes businesses, social service providers and government

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:

Gather feedback from members about issues important to them and share it with the City

"so that"

The City Council and staff are informed of issues specific to downtown businesses that members would like heard and addressed

"so that"

We can align our efforts to address member concerns and priorities

"so that"

AND

Members have a voice in the decision making that affects them

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

2018 Initiatives:

- Conduct ongoing one-on-one outreach through 'welcome wagon'
- Put out short, quarterly surveys
- Establish a physical and online 'comment box' that is always open
- Set aside time for discussion at each board meeting to share what we're hearing from businesses and relay this info to staff and City Council's General Government Committee

Clean & Safe

Public Value Results Map

How my work contributes to the PBIA mission:

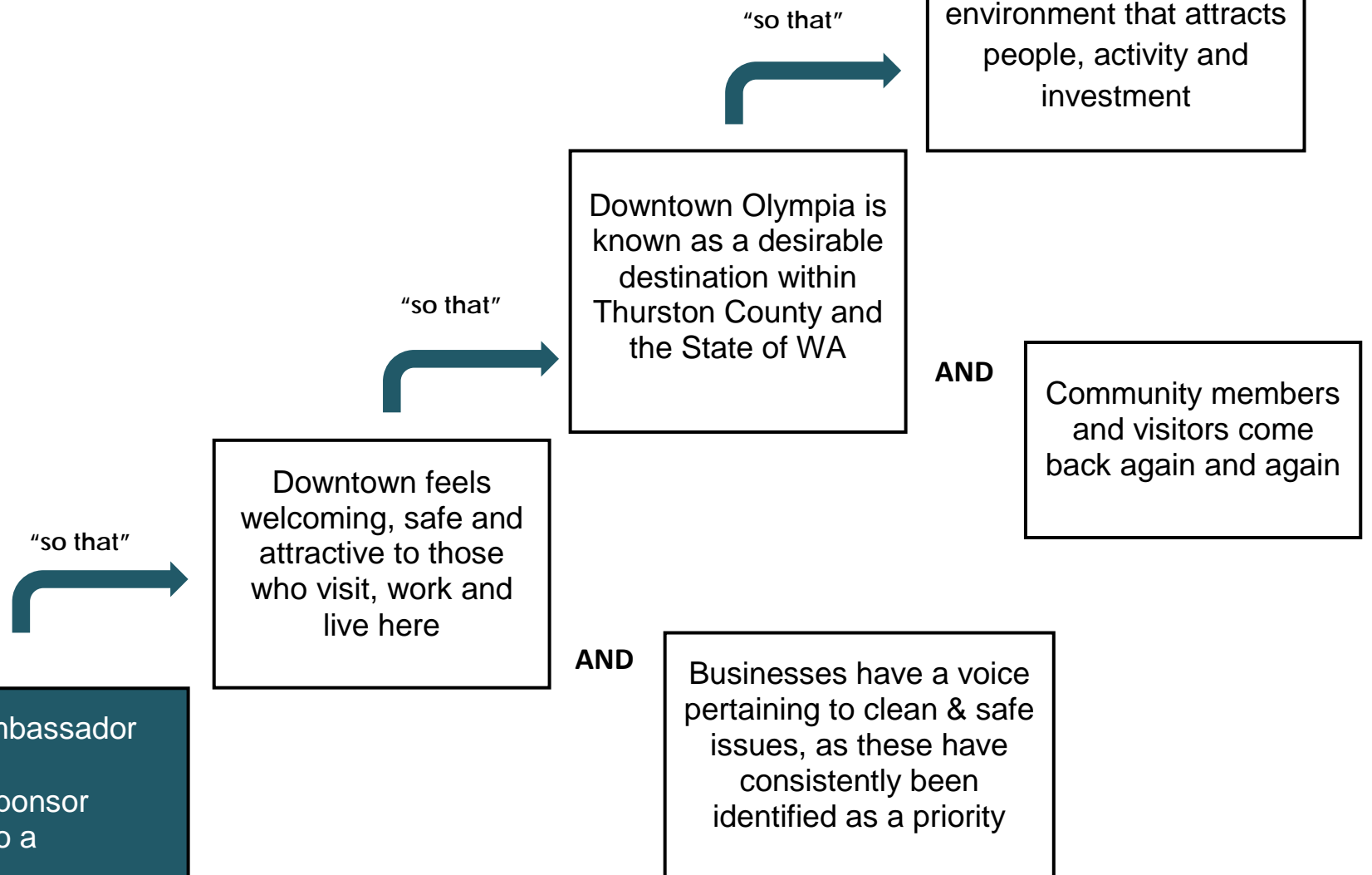
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

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

2018 Initiatives:

- Partially fund the Ambassador and Clean Team program
- Sponsor ODA's Volunteer in Paint program, spring and fall Downtown Clean-Up
- Maintain cigarette butt collectors



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:

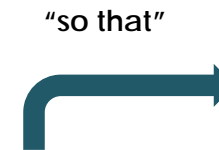
- Fund small projects that contribute to an attractive, welcoming Downtown

How we do it in 2018:

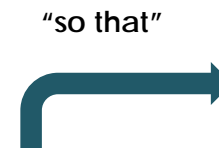
- Hang and maintain flower baskets
- Make a public art investment



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



AND

Visitors come back again and again

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

Marketing

Public Value Results Map

How my work contributes to the PBIA mission:

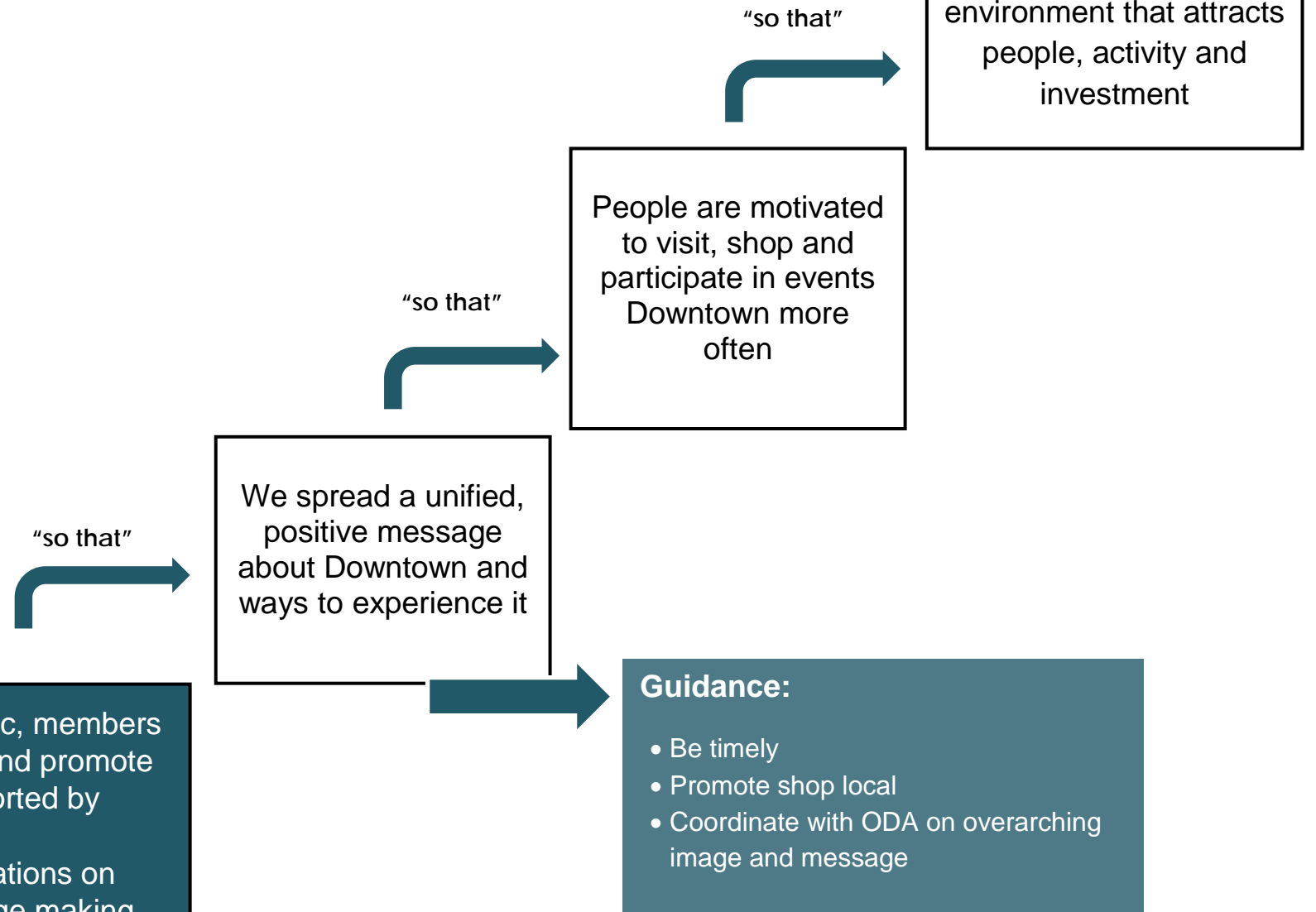
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

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

2018 Initiatives:

- Guide a contracted agent (possibly in partnership with the ODA) to develop creative content and messages, and coordinate placement of ads and stories through various media outlets
- Host Twinklefest
- Create a welcome packet for new downtown residents
- Sponsor local events (i.e., Pride)



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:

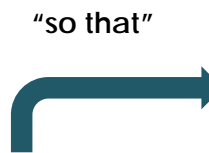
- Educate businesses about the parking strategy – how it aims to make parking more convenient for customers and where employees can and should park
- Gather member feedback and advise the City on parking strategy actions (e.g., priorities for parking lot lighting upgrades)
- Support efforts to design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

2018 Initiatives:

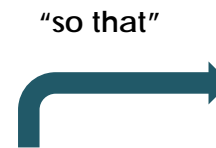
- Communicate with member businesses about the downtown parking strategy (especially opportunities for customers and employees) through communications functions



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



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



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

Small Business Support/Resources

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 and professional training programs
- Encourage members to participate

How we do it:

- Promote the myriad small business support resources available in our region through communication functions

"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



PBIA Advisory Board

Decision on whether to replace lightbulbs on holiday snowflakes

Agenda Date: 11/9/2017
Agenda Item Number: 6.C
File Number: 17-1141

Type: decision Version: 1 Status: In Committee

Title

Decision on whether to replace lightbulbs on holiday snowflakes

Recommended Action

Move to approve approximately \$3,500 from the holiday marketing budget be spent to replace lightbulbs in each of the 20-30 downtown lighted snowflakes.

Report

Issue:

Whether to spend PBIA funds to replace the light bulbs on the downtown holiday snowflakes

Staff Contact:

Mark Rentfrow, Downtown Liaison, 360.570.3798, mrentfro@ci.olympia.wa.us

Presenter(s):

Mark Rentfrow

Amy Buckler, Senior Planner

Background and Analysis:

The City installs 20-30 lighted snowflakes along downtown streets during the holiday season. Some PBIA board members view the lights as cold/blue, and have inquired into the possibility to switching out the bulbs so they give off a warmer glow. There are two color options available.

At the October meeting, the board viewed a snowflake lit with only one blub changed out in the warmer color. It was too difficult to determine if this marked an improvement. Therefore staff ordered 80 warmer bulbs to fully light one snowflake so that the board can compare the two options.

Tonight, the board needs to make a formal decision about whether or not to have the light bulbs changed for all 20-30 downtown snowflakes. The estimated cost is \$3,500. If the board decides to change the bulbs, staff will need to place the order immediately. In this case, the board is also asked to join in a work party to switch out the bulbs.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Approve approximately \$3,500 from the holiday marketing budget be spent to replace lightbulbs in each of the 20-30 downtown lighted snowflakes.
2. Do not replace the bulbs in the snowflake lights.

Financial Impact:

Approximately \$3,500 from the holiday marketing budget.

Attachments:

N/A



PBIA Advisory Board

Increased Seasonal Cleaning in Downtown Olympia

Agenda Date: 11/9/2017
Agenda Item Number: 6.D
File Number: 17-1030

Type: decision Version: 1 Status: In Committee

Title

Increased Seasonal Cleaning in Downtown Olympia

Recommended Action

Move to approve the Clean and Safe Committee recommendation to fund additional seasonal cleaning services in the downtown core

Report

Issue:

Whether to approve funding for additional cleaning services in the downtown core during the holiday season

Staff Contact:

Mark Rentfrow: Downtown Liaison, Community Planning and Development, City Work Phone: 360.570.3798

Presenter(s):

N/A

Background and Analysis:

The PBIA's Clean and Safe Committee recommended that the City contract with the Clean Team to provide extra hours of service during the holiday season in the retail core to maintain a safe and welcoming atmosphere for downtown shoppers. Due to planned time off days by members of the team, it is unknown at this time whether or not additional services will be available for contract.

The Downtown Liaison has also reached out to Probation Services as an alternative provider who has expressed a willingness to help the board achieve its goals. Success with Probation Services will be determined by sufficient pre-planning activities with the Crew Lead which will be handled by the Downtown Liaison. Crew Lead Henry Gonzales has indicated that additional funds may not be necessary if sufficient time and direction is given to the crew to strategize their approach.

Neighborhood/Community Interests (if known):

Downtown Olympia's retailers and restaurants benefit from a clean and safe environment during the holiday shopping season.

Options:

1. Use additional funds to supplement Clean Team contract for additional cleaning hours in the downtown retail core during the holiday season
2. Use additional funds (if necessary) to supplement Probation Services for additional cleaning hours in the downtown retail core during the holiday season
3. Do nothing

Financial Impact:

Unknown



PBIA Advisory Board

Update on PBIA Board Elections

Agenda Date: 11/9/2017
Agenda Item Number: 6.E
File Number: 17-1140

Type: report Version: 1 Status: In Committee

Title
Update on PBIA Board Elections

Report

Issue:

Whether to settle a tie vote by a vote of the board or a run-off election? And whether the board confirms that term assignments be determined by a vote of the board. An election will be held this November to fill 7 seats on the PBIA advisory board.

Staff Contact:

Amy Buckler, Senior Planner, 360.570.5847, abuckler@ci.olympia.wa.us

Presenter(s):

Nomination Committee Chair Bobbi Kerr
Amy Buckler, Senior Planner

Background and Analysis:

The nominating committee (boardmembers Kerr, Ruse, Rauh, Trinin and Rucker) has been soliciting potential new board members. As of the October meeting there were eight prospective nominees; however, some people may have dropped out. The nominating committee will provide an update at the meeting.

The member businesses each get one vote in the election. Nominees are asked to provide a statement to voters, and nomination forms must be turned into Downtown Liaison Mark Rentfrow immediately. The election will be conducted online sometime between Nov 9 and December 12. Contact information will be solicited to ensure each member business receives one vote.

There are 7 open positions:

- o Five positions will be (3) year terms
- o Two positions will be (2) year terms

Nominees receiving the greatest number of votes are elected. In the case of a tie, the board will either vote or host a run-off vote - please decide tonight. Results will be announced at the December 14 PBIA meeting.

TERMS

At the meeting in October, the board determined that the 3-year terms will be assigned to board members who are being elected for a subsequent term. Any additional term decisions will be made by a vote of the board - please confirm.

COMMITTMENT

- Newly elected Advisory Board members are installed at the first board meeting in January.
- Terms of office shall be January 1-December 31 of each calendar year.
- There is no limit to the number of terms a Board member can complete, as long as they run for election each time.
- According to City Ordinance, the Board's duties include:
 - the annual development of a proposed work program with specific projects and budgets,
 - the recommendation of the same to the City Council for its consideration, and
 - preparation of a plan for regular communication of PBIA projects and information to Ratepayers.

Neighborhood/Community Interests (if known):

N/A

Options:

The Board is asked to clarify procedures in the case of:

- A tie vote. Whether to settle a tie through a vote of the board or a run-off election?
- Term assignments. Whether 3- or 2- year terms shall be assigned by a vote of the board or in some other way?

Financial Impact:

N/A

Attachments:

None