



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, December 14, 2017

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

[17-1281](#) Approval of September 27 PBIA Member Meeting Minutes

Attachments: [draft minutes](#)

[17-1177](#) Approval of October 31, 2017 PBIA Marketing Committee Meeting Minutes

Attachments: [draft minutes](#)

[17-1280](#) Approval of November 9, 2017 PBIA Meeting Minutes

Attachments: [draft 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

[17-1283](#) 2018 Downtown Marketing/Promotion

Attachments: [1. Proposal Outline](#)
[2. Draft Scope of Services](#)
[3. PBIA Marketing Plan](#)
[4. ODA Plan](#)

[17-1285](#) Downtown Street Improvement Update

Attachments: [Link to DTS](#)

[17-1286](#) Letter for Rate Payers (insert for billing)

Attachments: [Rate payer letter.2017](#)

[17-1302](#) Announcement of PBIA Board Election Results

Attachments: [Link to Ballot](#)

[17-1288](#) Recognition of Outgoing Boardmembers and Councilmember

7. REPORTS

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 September 27 PBIA Member Meeting Minutes

Agenda Date: 12/14/2017
Agenda Item Number:
File Number:17-1281

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

Title

Approval of September 27 PBIA Member 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 27, 2017

6:00 PM

Ramblin Jacks

Annual PBIA Ratepayers' Meeting

1. CALL TO ORDER

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

1.A ROLL CALL

Present: 8 - Chair Mary Corso, Boardmember Alana Carr, Boardmember Audrey Henley, Boardmember Sheila Irish, Boardmember Bobbi Kerr, Boardmember Kim Murillo, Boardmember David Rauh and Boardmember Danielle Ruse

City Staff
Amy Buckler
Mark Rentfrow
Aaron Jelcick

Guests
Ambassadors Teal and Katherine
Clean Team Member Nathan

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES - None

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS - None

6. BUSINESS ITEMS

The presentations began at 6:40 p.m. and were received.

7. REPORTS - None

8. OTHER TOPICS - None

9. ADJOURNMENT

The meeting adjourned at 8:00 p.m.



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

PBIA Advisory Board

Approval of October 31, 2017 PBIA Marketing Committee Meeting Minutes

Agenda Date: 12/14/2017
Agenda Item Number:
File Number: 17-1177

Type: report Version: 1 Status: In Committee

Title

Approval of October 31, 2017 PBIA Marketing 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, October 31, 2017

10:00 AM

CR 112

Special Meeting of the Marketing Committee

1. CALL TO ORDER

Chair Dean called the meeting to order at 10:00 a.m.

1.A ROLL CALL

Present: 2 - Boardmember Janis Dean and Boardmember Danielle Ruse

OTHERS PRESENT

Jessica Hoppe, Thurston Talk
Amy Kelley, The Olympian

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

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

- 3.A [17-1054](#) Approval of September 26, 2017 PBIA Marketing Committee Meeting Minutes

Attachments: [Minutes](#)

The minutes were approved.

4. PUBLIC COMMENT - None

5. BUSINESS ITEMS

- 5.A [17-1205](#) Oral Reports: Updates on Downtown Flower Basket and Watering Services Agent; PBIA Partnership with the ODA for 2017 Holiday Marketing

Chair Dean reported the PBIA is moving forward and ordering flower baskets from a few

selected vendors. The City Probation Services will be providing watering services for the flower baskets in 2018.

Chair Dean discussed the PBIA partnership with the ODA for 2017 holiday marketing.

Report/Briefing only; no action requested.

6. ADJOURNMENT

The meeting adjourned at 11:00 a.m.



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

PBIA Advisory Board

Approval of November 9, 2017 PBIA Meeting Minutes

Agenda Date: 12/14/2017
Agenda Item Number:
File Number: 17-1280

Type: minutes Version: 1 Status: In Committee

Title
Approval of November 9, 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, November 9, 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: 9 - Chair Mary Corso, Boardmember Jeffrey Barrett, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Kim Murillo, Boardmember Nathan Rucker, Boardmember Danielle Ruse and Boardmember Jeffrey Trinin

Excused: 3 - Boardmember Audrey Henley, Boardmember Sheila Irish and Boardmember David Rauh

Absent: 1 - Boardmember Bobbi Kerr

OTHERS PRESENT

Community Planning and Development Staff:
PBIA Staff Liaison Amy Buckler
Downtown Liaison Mark Rentfrow
Downtown Ambassador Teal
Minutes Recorder Stacey Rodell

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

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

The minutes were approved.

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

The minutes were approved.

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

Boardmember David suggested one correction to the minutes. Roll call indicated he was

not in attendance but he was at the meeting.

The minutes were approved as amended.

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

The minutes were approved.

- 3.E** [17-1136](#) Approval of October 12, 2017 PBIA Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Ms. Buckler announced the following:

- The PBIA 2018 Work Plan and Budget will be presented to the General Government Committee on Friday - November 17, 2017.
- Complimentary parking will be available December 12th through December 24th at two and three hour meters. Time limits will still apply.
- The City hired a new Economic Development Director, Mike Reid, who will start his employment on December 18, 2017.

Mr. Rentfrow announced he created a contact information sheet for TJ Larocque at the Providence Community Care Center. He distributed the sheets to the Board.

6. BUSINESS ITEMS

- 6.A** [17-1139](#) Parliamentary Procedures Review

Chair Corso reiterated the PBIA Board would be following Parliamentary procedures.

The information was received.

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

The Board reviewed the PBIA unspent funds amount and the proposed 2018 Draft Budget.

The Board unanimously agreed to:

- Use unspent funds in 2018 to fund public art investment and to not allocate funds in the 2018 Budget for public art investment.
- Allocate \$2,000.00 for Communications in the 2018 Budget.
- Allocate \$3,000.00 in the Downtown clean up category in the 2018 Budget.
- Use unspent funds in 2018 to purchase a \$6000.00 new water sprayer for hanging flower baskets.

- Allocate \$30,000.00 in the Marketing category in the 2018 budget.
- Allocate \$300.00 in the Communications category for the annual Survey Monkey membership.
- Leave a \$6000.00 balance in the contingency fund.

The Board unanimously moved to forward the recommended 2018 budget to the City Council.

6.C [17-1141](#) Decision on whether to replace lightbulbs on holiday snowflakes

Mr. Rentfrow provided an estimate to replace the cool light bulbs with warm light bulbs in the holiday snowflakes displayed Downtown.

Boardmember Trinin moved, seconded by Boardmember Carr to approve the expenditure of \$3,500.00 from the holiday marketing budget and \$2,157.28 from the 2017 contingency fund for a total of \$5,657.28 to replace lightbulbs in each of the Downtown lighted snowflakes.

6.D [17-1030](#) Increased Seasonal Cleaning in Downtown Olympia

Mr. Rentfrow indicated that probation services will be available to help with additional focused cleaning that will take place Downtown during the month of December. There will be no charge to the PBIA for this service.

The information was discussed.

6.E [17-1140](#) Update on PBIA Board Elections

Ms. Buckler reviewed the list of candidates who expressed interest in running for a seat on the PBIA Board. The Board had a brief discussion about the upcoming election.

Boardmember Ruse moved, seconded by Boardmember Dean to allow the entire PBIA Board to vote in the event an election results in a tie. The motion passed unanimously.

Boardmember Ruse moved, seconded by Boardmember Trinin to allow the entire PBIA Board to vote on which voted member will serve a two-year term and a three-year term as the result of an election. The motion passed unanimously.

7. REPORTS

Boardmember Dean provided an update on the work of the marketing committee since the last meeting.

Boardmember Trinin moved, seconded by Boardmember Barrett to move \$175.00 from the communications category in the 2017 budget to the marketing category in the 2017 budget to pay for a larger ad in the Stranger, promoting Downtown for the Holidays and Twinklefest. The motion passed

unanimously.

Ms. Buckler indicated the PBIA yearly assessment invoices are normally sent out in December. There was a suggestion that sending the assessments out in January may be a better option for members. The board unanimously agreed to sending out assessments in January of each year from this point forward.

8. OTHER TOPICS

Ambassador Teal provided a monthly status report on the Downtown Ambassadors and the Clean Team.

9. ADJOURNMENT

The meeting adjourned at 7:47 p.m.



PBIA Advisory Board

2018 Downtown Marketing/Promotion

Agenda Date: 12/14/2017
Agenda Item Number:
File Number: 17-1283

Type: discussion Version: 1 Status: In Committee

Title
2018 Downtown Marketing/Promotion

Report

Issue:

Whether to use \$23,000 from the PBIA marketing fund to enter into a partnership, in the form of a contract, with ODA for downtown marketing/promotion services in 2018.

Staff Contact:

Amy Buckler, Senior Planner, Community Planning & Development, 360.570.5847

Presenter(s):

Janis Dean, PBIA Marketing Chair
Danielle Ruse, PBIA Marketing Subcommittee
Sandi Wilson, ODA Promotion Committee Co-Chair
Nathan Reilly, ODA Promotion Committee
Todd Cutts, ODA Executive Director
Amy Buckler

Background and Analysis:

Both the Parking Business and Improvement Area (PBIA) Advisory Board and the Olympia Downtown Association (ODA) have recently gone through respective strategic planning exercises which identified goals to market and promote downtown.

- Attachment 3 describes the role and purpose of PBIA's marketing role (part of the PBIA strategic plan).
- Attachment 4 describes ODA's strategic plan and Imagemaking Strategy.

There is an opportunity for the PBIA and ODA to join forces on downtown marketing/promotion in 2018. The PBIA marketing subcommittee recently met with representatives from ODA to discuss what this might look like, and to prepare a proposal for the PBIA Board to discuss. The proposal is outlined in attachment 1 .

The idea is for the City/PBIA to enter into a contract with ODA. The contract would direct use of PBIA funds (est. \$23,000) to hire ODA to perform marketing/promotion services during 2018. The general

scope of services to be provided by ODA would be outlined in the contract. One of these services would be for ODA to facilitate the development of a marketing strategy involving input from both boards (or a selection of boardmembers), which would further guide the work. A draft scope of services is attachment 2 .

The purpose of tonight's discussion is for the full PBIA Board to explore this opportunity further and provide input into the potential scope of services.

Neighborhood/Community Interests (if known):

The Downtown Strategy, which was developed through an extensive public process, includes action R.4.C., for the City to support branding/marketing efforts in partnership with the VCB, ODA, PBIA and others.

Options:

1. Direct the marketing subcommittee to: A) work with ODA to finalize a scope of work based on tonight's discussion, B) approve the final scope of work, and 3) direct staff to complete the contract.
2. Direct the marketing subcommittee to: A) work with ODA to finalize a scope of work based on tonight's discussion, and B) bring the final scope of work back to PBIA in January for approval before directing staff to complete any contract.
3. Do not move forward contracting with ODA for marketing/promotion services at this time.

Financial Impact:

The contract amount would be \$23,000, paid for out of the PBIA 2018 marketing budget.

Attachments:

1. Proposal Outline
2. Draft Scope of Services
3. PBIA Marketing Role
4. ODA Strategic Plan and Image Making Strategy

2018 Marketing/Promotion Discussion Notes

December 6

Those present

- PBIA Marketing Subcommittee: Janis Dean, Danielle Ruse, Kim Murillo
- PBIA Chair: Mary Corso
- ODA Boardmembers: Lisa Barker, Sandy Wilson
- ODA members: Nathan Reilly, Luanna?
- Amy Buckler, PBIA Staff Liaison
- Todd Cutts, ODA Executive Director

Value of Working Together

Maximize the efforts of both boards to build a positive, inviting image of downtown. By not duplicating efforts, rather pooling resources and coordinating messages and reach it is possible to do more. Speaking with one voice will be more powerful than having multiple overlapping messages.

The Proposal

- The group discussed the proposal and reviewed a *draft* scope of services.
- The proposal is for the City/PBIA to enter into a contractual agreement with the ODA.
- The contract would guide the ODA to perform imagemaking/marketing/promotion services as outlined in a scope of services.
- The idea is to focus on storytelling, using social media and public relations to spread positive messages and promote events. Ad buys may be part of it, but that's not proposed as the primary focus.
- The idea is to have a person dedicated to marketing and promoting downtown throughout the year. Someone who is stationed downtown and maintains contact with the downtown businesses.
- ODA plans to hire a new employee to carry out the services. However, to be clear, the PBIA funds would not be to 'fund a position'; they would be to pay for services rendered by the ODA.
- The work would be guided by an overall marketing strategy to be developed through input from both Boards. While the ODA already has an image making strategy, this is flexible and should be viewed as what ODA would bring to the table as a starting point for further planning with PBIA.
- PBIA funds cannot be used to promote individual businesses.
- The estimated cost of services outlined in the draft scope of services is \$46,000 for the year. Thus, PBIA is asked to fund \$23,000.
- ODA may need to contract out for graphic design services as needed. Neither that cost nor ad buys are included in the estimate.
- The term of the contract would end on December 31, 2018, with the opportunity for the City/PBIA to extend the contract for future years. If the contract was not

extended, the City would be under no obligation to provide funding for any position hired by ODA.

- Changes to the draft scope of services were discussed and added as follows:
 - Graphic design services may be important to the PBIA – something should be added about this.
 - Add ribbon cuttings for new businesses.
 - Add outreach to businesses. This will help to understand their needs and wants for marketing/promotion, and doing so in a unified way is good.
 - Add supply analytics on social media
- Next step is to further explore this opportunity with the PBIA Board on December 14. Danielle and Janis from PBIA will help lead the discussion. The ODA Chair will be out of town, but ODA will try to have an ODA member is there.

Proposed Role for the PBIA

- Select members serve on hiring committee for the ODA's marketing/promotions employee
- The Board (or select members) work with ODA to develop a marketing strategy
- Select boardmembers participate in some form of committee to provide iterative, high level guidance
- ODA to provide quarterly reports to PBIA Board

PROPOSED PBIA/ODA MARKETING AGREEMENT SCOPE OF SERVICES

- Development of marketing strategy (1st quarter 2018)
 - Work with downtown stakeholders to develop comprehensive marketing strategy, inclusive of key audiences, messaging, and media platforms
 - Work to develop implement associated work plan:
- The work plan could include many, if not all, of the following tasks
 - Content development/messaging
 - Work within agreed upon messaging framework to develop content for external communications (website, social media, public relations, video content, advertising, itineraries)
 - Social Media
 - Maintain a consistent presence on social media platforms, posting at least once per day on Facebook, Twitter, and Instagram
 - Initiation of hashtag campaigns
 - Production (or oversight of production) of videos geared towards social media platforms
 - Provide analytics on number of clicks, etc.
 - Public Relations
 - Provide content for advertorials and press releases
 - Coordinate with media outlets
 - Explore blog potential
 - Promotional/event marketing
 - Coordinate marketing efforts for events of ODA and PBIA where possible (i.e. Downtown for the Holidays)
 - Seek cross-promotional opportunities with existing events
 - Coordinate welcome services for new businesses (i.e. ribbon cutting, press release, social media coverage)
 - Promote other events occurring downtown
 - Advertising
 - Manage advertising efforts
 - Manage efforts of graphic design contractors-
 - Stay connected to downtown businesses to understand business needs and wants for downtown marketing/promotions
- Reporting
 - Provide regular updates to PBIA (frequency and forum TBD)

Commented [AB1]: Specific events could be identified as part of the marketing strategy.

Commented [AB2]: Not intended to include the PBIA Board's one-on-one welcome wagon

Commented [AB3]: As this may require subcontracting, additional funds for creative and ad buys would need to be considered.

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

ATTACHMENT 3

Ultimate Outcome

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

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

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

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

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

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)



OLYMPIA DOWNTOWN ASSOCIATION STRATEGIC PLAN

Vision

Downtown Olympia is the heart of our region, offering our unique local flavor in a clean and safe setting while blending our contemporary quirkiness with historic charm.

Mission

Advocate for business and property owners while serving as a catalyst for downtown prosperity and positive perception.

Values

Safety-We provide a safe environment both to communicate honestly within the organization and to welcome customers coming downtown.

Growth-We are committed towards affecting positive change both within the organization and in downtown as a whole by employing innovation and strategic thinking.

Communication-We actively listen and clearly articulate to seek understanding and agreement.

Service-We prioritize customer response, tell the truth, and instill trust.

Goals

Advocacy-Channel the voice of the downtown business community to compel action in both local and state government.

Clean and Safe-Support a welcoming environment to ensure business success and a thriving downtown.

Imagemaking-Improve the community's perception of downtown while making them aware of all that it offers.

Business Assistance-Leverage community partnerships to provide tools to help our small businesses succeed.

Financial Health-Ensure diversified funding sources and efficient business practices that lead to long-term fiscal solvency.

OLYMPIA DOWNTOWN ASSOCIATION IMAGEMAKING STRATEGY

KEY AUDIENCES

TRADE AREA-The ODA should focus on attracting and welcoming visitors from Olympia. While it is certainly interested in drawing from the entire Thurston County area, if we are able to attract a higher percentage of Olympians, our market will grow substantially. This should lead to greater density downtown, thereby creating a more welcoming environment.

DEMOGRAPHIC-The demographic we are marketing to should be determined by what it is that we are marketing. For example, if we are marketing a craft beer event, our demographic will likely be different than that of an antique event.

MESSAGING

The ODA's messaging should seek to magnify the positive attributes that exist downtown while aspiring to achieve downtown's potential as a destination.

Messaging should capture the following:

- Hip, edgy, and unique-The trendsetters, makers, creators, and artists in Thurston County call downtown home. Leverage that creative/cool factor, being careful not to be haughty. Pay homage to the downtown's history.
- Custom, personalized experience-Sell the depth of knowledge and passion our downtown businesses and their employees have. Underlying this is David (downtown) vs. Goliath (malls, etc)
- Authentic, historic, walkable downtown-Market the history and authenticity that others try to fabricate. Downtown is ageless.

PLATFORMS

The ODA should invest its time leveraging imagemaking platforms that provide the highest return on investment of time and money. Following is a guide to how to make those investments.

MOST VALUE-

- Social media-FB being the best return
 - Consider video content-most bang for the buck
 - Instagram campaign
- Advertorial
 - Thurston Talk
 - Olympian now doing content ads that include some content
- Events
 - Great way to expose new (and return) customers to downtown

- Prioritize driving them to the businesses before/after/during the event
- Postering for events
- Public relations
 - Social media
 - Bloggers
- Cross-Promotions
 - Work to get downtown stakeholders sharing ODA content
 - Consider ads at movie theaters

MEDIUM VALUE-

- Radio can be effective depending on audience
- Direct mail (expensive)
 - Use iconic images and style
 - Has to be high quality
 - EDC has tools to help target
 - Target state employees with program

LOW VALUE-

- Public relations
 - Print
 - Make friends with reporters
 - Best to get objective and factual info out there
 - Street cred if Olympian is writing positive stories
 - Formal press releases can work
- Advertising
 - Not recommending print advertising

MEASURABLE RESULTS/DATA

- Track social media analytics
- Track web analytics. Where is visitor coming from?
- Customer satisfaction surveys
- Get parking meter data from City



PBIA Advisory Board

Downtown Street Improvement Update

Agenda Date: 12/14/2017
Agenda Item Number:
File Number: 17-1285

Type: report Version: 1 Status: In Committee

Title
Downtown Street Improvement Update

Report
Issue:
Information only. No action requested.

Report
Issue:
Briefing on upcoming downtown street improvement projects.

Staff Contact:
Sophie Stimson, Senior Planner, Public Works Transportation, 360.753.8497

Presenter(s):
Sophie Stimson

Background and Analysis:
The *Olympia Downtown Strategy*, accepted by the City Council earlier this year, guides the near-term development of downtown, including transportation. As part of the City's Pavement Management Program, we will repave four downtown streets. To be consistent with the *Downtown Strategy*, we will also go beyond paving on those projects to including some place-making elements and improvements to walking, biking, and transit.

Options:
None - discussion only

Financial Impact:
None from this briefing

Attachments:
[Link to Downtown Strategy](#)

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PBIA Advisory Board

Letter for Rate Payers (insert for billing)

Agenda Date: 12/14/2017
Agenda Item Number:
File Number: 17-1286

Type: report Version: 1 Status: In Committee

Title
Letter for Rate Payers (insert for billing)

Report
Issue:
Whether to include a short letter with the PBIA insert. Review draft insert and change as necessary.

Staff Contact:
Amy Buckler, Senior Planner, Community Planning & Development, 360.570.5847

Presenter(s):
Amy Buckler

Background and Analysis:
The City will mail out PBIA assessments on or around January 2, 2018. Typically, the PBIA Advisory Board includes a short letter with the assessment. The letter is attached for the Board to review.

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

Options:
N/A

Financial Impact:
N/A

Attachments:
N/A

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December 31, 2017



Dear PBIA Members (Rate Payers),

On behalf of the 15-member Parking Business Improvement Area (PBIA) Board, thank you for your continued support of Downtown and contribution to the PBIA.

The PBIA advisory board is a City of Olympia advisory committee with board members elected annually by you, the PBIA rate payers. The Board's purpose is to develop an annual recommendation for the City Council about how to invest the PBIA Fund in ways that help to create a vibrant downtown business environment and enhance the reality and perception of downtown by visitors, residents and business owners. The Board also prepares a plan to communicate with businesses about those efforts, and gather feedback for the City about issues of importance to the downtown business community.

Each year we conduct 2-3 surveys to solicit information to ensure we are representing your interests in the best possible way. We used the information from the September 2017 Survey to guide our budget for 2018, which is attached. We presented the budget to the City Council on Tuesday, November 21, and it was unanimously approved.

In 2018, PBIA funds will primarily be used to:

- Continue to support the Ambassador and Clean Team program. PBIA funds augment City and federal grant dollars to allow for a higher level of service delivery.
- Hang and maintain summer flower baskets that contribute to creating an attractive, welcoming environment.
- A public art installation (e.g., new light pole banners or a mural)
- Step up downtown marketing and promotion, to spread a unified, positive about downtown and ways to experience it.

We will also be creating welcome packets for new businesses and residents, and proactively reaching out to gather your feedback and garner support, cooperation and involvement of businesses and partner organizations in the betterment of downtown.

We look forward to 2018 and the future of downtown. We meet on the second Thursday of every month, at 6:00 pm in the City Hall Council Chambers. You are always invited to attend and share your thoughts and ideas. Your feedback drives our actions to provide the best possible and most needed use of PBIA ratepayer funds.

Wishing you a very happy Holiday, a bountiful end to 2017 and a Happy New Year.

Sincerely,

The PBIA Advisory Board

Learn more about us at www.olympiawa.gov/PBIA



PBIA Advisory Board

Announcement of PBIA Board Election Results

Agenda Date: 12/14/2017
Agenda Item Number:
File Number: 17-1302

Type: report Version: 1 Status: In Committee

Title
Announcement of PBIA Board Election Results

Report
Issue:
Announce the results of a recent online election to elect new PBIA Board members.

Staff Contact:
Amy Buckler, Senior Planner, Community Planning & Development, 360.570.5847

Presenter(s):
Amy Buckler

Background and Analysis:
The PBIA holds an annual election to appoint new Board members. Each member (PBIA rate paying) business is entitled to one vote. An online election was launched December 5, 2018 and will close at midnight on December 13.

Staff will provide the results of the election.

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

Options:
Information only.

Financial Impact:
N/A

Attachments:
[Link to Online Ballot](#)

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PBIA Advisory Board

Recognition of Outgoing Boardmembers and Councilmember

Agenda Date: 12/14/2017
Agenda Item Number:
File Number: 17-1288

Type: report Version: 1 Status: In Committee

Title

Recognition of Outgoing Boardmembers and Councilmember

Report

Issue:

A thank you to outgoing Boardmembers and Councilmember.

Staff Contact:

Amy Buckler, Senior Planner, Community Planning & Development, 360.970.5499

Presenter(s):

Chair Mary Corso

Background and Analysis:

The following board members have terms expiring at the end of the year:

- Alana Carr, Compass Rose, Captain Little
- Bobbi Kerr, Olympia Federal Savings
- Shelia Irish, Diamond Parking

Also, Councilmember Roe's term on the City Council is ending. She has served as the Council liaison to PBIA and been a champion for downtown businesses and the PBIA throughout her tenure on the Council.

Let's say thank you to our outgoing PBIA board members and Council member for all their hard work and dedication over the years.

Neighborhood/Community Interests (if known):

N/A

Options:

N/A

Financial Impact:

N/A

Attachments:

N/A