



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, January 11, 2018

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A 18-0042 Approval of December 14, 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

Introduction to Mike Reid, Economic Development Director

6. BUSINESS ITEMS

6.A 18-0040 Orientation for PBIA Advisory Board Members

Attachments: [Link to PBIA webpage](#)
[Parliamentary procedures](#)

6.B 18-0041 Recommendation on 2018 PBIA Work Plan

Attachments: [Draft work plan](#)
[Approved budget](#)

6.C 18-0043 Announcement of Interest in 2018 Officer Positions

7. REPORTS

7.A 18-0044 Report from the Marketing Subcommittee on 2018 Marketing with ODA

- Attachments:**
- 1. Draft Minutes
 - 2. Proposal Outline
 - 3. Draft Scope of Services

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 December 14, 2017 PBIA Meeting Minutes

Agenda Date: 1/11/2018
Agenda Item Number: 3.A
File Number: 18-0042

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

Title

Approval of December 14, 2017 PBIA Meeting Minutes



Meeting Minutes

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

Boardmember Ruse called the meeting to order at 6:01 p.m.

1.A ROLL CALL

Councilmember Roe arrived after the roll call was taken.

Present: 8 - Boardmember Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Sheila Irish, Boardmember Kim Murillo, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Danielle Ruse

Excused: 3 - Chair Mary Corso, Boardmember Alana Carr and Boardmember Jeffrey Trinin

Absent: 2 - Boardmember Audrey Henley and Boardmember Bobbi Kerr

OTHERS PRESENT

Councilmember Jeanine Roe

Community Planning & Development staff:

Senior Planner Amy Buckler

Minutes Recorder Stacey Rodell

Public Works staff:

Senior Planner Sophie Stimson

Olympia Downtown Association (ODA):

Executive Director Todd Cutts

Vice President and Promotion Committee Co-Chair Sandi Wilson

Promotion Committee Member Nate Riley

KPG Consultant Paul Fuesel

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

17-1281 Approval of September 27 PBIA Member Meeting Minutes

The minutes were approved.

17-1177 Approval of October 31, 2017 PBIA Marketing Committee Meeting Minutes

The minutes were approved.

17-1280 Approval of November 9, 2017 PBIA Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Ms. Buckler announced the following:

- The City will be taking over the Clean Team and Ambassador program starting January 1, 2018.
- The 2018 PBIA budget has been approved by City Council.
- General Government Committee expressed interest in PBIA's public art investment being to replace the street pole banners, which are faded and ragged.
- Good feedback has been received regarding the new holiday snowflake decoration light bulbs.
- PBIA will continue to meet the 2nd Thursday of every month at City Hall for 2018.

Councilmember Roe indicated the welcome center was hopefully temporarily eliminated with the City taking over the Ambassador Program. She will be advocating for a new welcome center.

6. BUSINESS ITEMS

17-1283 2018 Downtown Marketing/Promotion

Ms. Buckler provided an overview of an opportunity for the PBIA and the ODA to collaborate on marketing and promotional opportunities.

The Board and the ODA discussed a proposed contract with the ODA for \$23,000 to provide marketing/promotion services for 2018.

Boardmember Irish moved, seconded by Boardmember Barrett to direct the marketing subcommittee to A) work with ODA to finalize a scope of work based on tonight's discussion including adding the words deliverables and performance measures to bullet number one in the proposed contract, B) approve the final scope of work, and C) direct staff to complete the contract. The motion carried by the following vote:

Aye: 6 - Boardmember Barrett, Boardmember Dean, Boardmember Irish, Boardmember Murillo, Boardmember Rocker and Boardmember Ruse

Nay: 2 - Boardmember David and Boardmember Rauh

Excused: 1 - Chair Corso

Absent: 4 - Boardmember Carr, Boardmember Henley, Boardmember Kerr and Boardmember Trinin

17-1285 Downtown Street Improvement Update

Ms. Stimson and Paul Fuesel, consultant from KPG, provided an update on upcoming Downtown street improvement projects.

The report was received.

17-1286 Letter for Rate Payers (insert for billing)

The Board reviewed the draft letter and provided feedback to Ms. Buckler. The letter will be revised and mailed out with the PBIA assessments the first week of January 2018.

The letter was approved as amended.

17-1302 Announcement of PBIA Board Election Results

Ms. Buckler provided the results of the online PBIA Boardmember election. There are seven open seats. Five people ran and were elected to a three-year term which will begin at the January 11, 2018 meeting. The Chair and Vice Chair positions will be decided upon at that meeting.

The report was received.

17-1288 Recognition of Outgoing Boardmembers and Councilmember

Staff and Boardmembers thanked Boardmember Irish, Boardmember Carr, Boardmember Kerr and Councilmember Roe for their service on the PBIA Board as this was their last meeting.

The recognition was given.

7. REPORTS

Boardmember Dean reported:

- The Police Department Walking Patrol will be from 5:00 p.m. to 9 p.m. every day through the holidays.
- On 2018 flower basket vendors.

Boardmember Murillo reported more than 80 businesses participated in Twinklefest this year.

8. ADJOURNMENT

The meeting adjourned at 7:58 p.m.



PBIA Advisory Board

Orientation for PBIA Advisory Board Members

Agenda Date: 1/11/2018
Agenda Item Number: 6.A
File Number: 18-0040

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

Title

Orientation for PBIA Advisory Board Members

Report

Issue:

Orientation for new and existing members about City advisory board/PBIA roles and procedures

Staff Contact:

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

Presenter(s):

Amy Buckler

Background and Analysis:

The best way for board members to prepare is to review the PBIA website (link attached) including the Featured Links to the left and the Board Member Resources at the bottom. Staff will provide a briefing of important highlights at the meeting, including highlights of parliamentary procedures.

Neighborhood/Community Interests (if known):

N/A

Options:

N/A - Briefing and discussion only

Financial Impact:

None - Included in base budget

Attachments:

Link to PBIA webpage

Parliamentary Procedures notes

Parking & Business Improvement Area (PBIA)



Purpose

The Parking & Business Improvement Area (PBIA) is a business improvement district in downtown Olympia.

The purpose of the PBIA Advisory Board is to develop an annual recommendation for the City Council about how to invest the PBIA Fund, and to serve as a communication link between downtown businesses (ratepayers) and the City of Olympia government.

The PBIA Board is not an independent business association, instead it is a City of Olympia advisory committee with board members elected annually by the PBIA ratepayers.

How Does the PBIA Help Downtown?

The mission of the PBIA is to assist in creating a vibrant, dynamic business environment and enhancing the reality and perception of downtown by visitors, residents and business owners. PBIA's activities fit within these six program areas:

Clean and Safe

The PBIA funds small projects and sponsors programs that contribute to a welcoming, safe and attractive downtown for those who visit, live and work here. We recognize this as a high priority for our ratepayers.

Top 2018 Initiatives

- Help fund the Downtown Ambassadors and Clean Team program to allow for a higher level of service delivery
- Sponsor the Volunteer in Paint Program, which helps refresh downtown buildings
- Maintain cigarette butt collectors to reduce litter on our streets

Beautiful Streetscapes

PBIA's beautification efforts contribute to creating a welcoming environment that will help Downtown Olympia be known as a desirable destination within Thurston County and the State of Washington. We want community members and visitors to come back again and again.

Top 2018 Initiatives

- Hang and maintain flower baskets throughout the summer
- Install streetscape improvements, such as new street banners or murals

[Downtown Marketing](#)

PBIA funds are used to market and promote downtown throughout the year. We are working to spread a unified, positive message about Downtown and the ways to experience it. We aim to motivate people to visit, shop and participate in events Downtown more often.

Top 2018 Initiatives

- Partner with the Olympia Downtown Association on downtown marketing and promotion, to spread a positive message about downtown and the ways to experience it
- Create a welcome packet for new downtown residents
- Promote Twinklefest and a bright and festive holiday shopping experience downtown

[Parking](#)

The City's recent Parking Strategy will help all downtown users access predictable short and long-term parking. The PBIA Board educates businesses about how the strategy aims to make parking more convenient for customers and where employees can and should park. The PBIA also supports efforts to design signage and encourage business participation.

Top 2018 Initiatives

- Educate downtown businesses about the downtown parking strategy, especially opportunities for customers and employees
- Participate in the development of a downtown wayfinding plan

[Small Business Support/Resources](#)

The PBIA educates downtown businesses about the myriad resources available to enhance, support and grow their business, and fund business and professional training programs. We want downtown businesses to have the tools and trainings they need to be successful so that businesses can stay and thrive in downtown as the local economy grows.

Top 2018 Initiatives

- Promote business support resources available in our region

[Communications](#)

The PBIA Board gathers and shares with the City feedback from ratepayers so that downtown businesses have a voice in the decision making that affects them and PBIA investments stay aligned with ratepayer priorities. The Board also informs ratepayers and partner organizations about its efforts and how to get involved.

Top 2018 Initiatives

- Proactively engage businesses through welcome wagon and peer-to-peer outreach
- Put out short, quarterly surveys

Meeting Information



The PBIA meets on the 2nd Thursday of the month, at 6 p.m., in Olympia City Hall Council Chambers, 601 4th Avenue East (unless otherwise noted below).

[View 2018 Meeting Dates](#)

- January 11
- February 8
- March 8
- April 12
- May 10
- June 14
- July 12
- August 9
- September 13
- October 11
- November 8
- December 13

[Board Members](#)


- Jeff Barrett, State of the Arts Gallery
- Connie Phegley, Old School Pizzeria
- Danielle Ruse, Tiller Creative
- David Rauh, Mixx 96.1FM
- Jacob David, Nineveh Assyrian Food Truck
- Janis Dean, The Popinjay
- Jeffrey Trinin, Always Safe and Lock
- Kim Murillo, Little General Food Shop
- Lyndsay Galariada, Quality Self Storage
- Mary Corso, Courtyard Antiques
- Nathan Rocker, Thomas Architecture Studio
- Sandy Hall, Dillinger's Cocktails and Kitchen

Get additional meeting details, agendas, and minutes on our [online meeting calendar](#)  .

Business Resources

- [Downtown Cleaning & Services List](#)
- [Downtown Public Restroom Map](#)
- [Downtown Retail Strategy](#)

Board Member Resources

- [PBIA Ordinance](#) 
 - [Bylaws](#)
 - [2018 Budget](#)
 - [PBIA Zones](#)
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Questions?

Contact Staff Liaison, Amy Buckler, at 360.570.5847 or pbia@ci.olympia.wa.us

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The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources.

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

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 Work Plan

Agenda Date: 1/11/2018
Agenda Item Number: 6.B
File Number: 18-0041

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

Title

Recommendation on 2018 PBIA Work Plan

Recommended Action

Move to recommend the 2018 PBIA work plan to City Council

Report

Issue:

Discussion and vote on the 2018 PBIA work plan to be approved by City Council

Staff Contact:

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

Presenter(s):

Amy Buckler

Background and Analysis:

A primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan with specific projects and budget, which the City Council reviews and adopts.

During the last quarter of 2017, the PBIA board developed a 2018 budget and related work plan. The budget was approved by City Council in November. The work plan will be reviewed by Council's General Government Committee early this year prior to City Council approval. PBIA's recommended work plan is due in February.

The draft work plan is **attached**, and is in the format requested by City Council. The work plan is broader in scope than the budget, also including board initiatives that do not necessarily involve PBIA funding (e.g., communications efforts, updating the PBIA bylaws, or informational briefings to be provided by staff.) The work plan comprises how PBIA meeting time will be used, the role and commitment of PBIA board members, the deliverable/outcome, 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.

Tonight, staff will ask the Board for additional input about the types of informational briefings they are interested in receiving from City staff or outside agencies this year.

Neighborhood/Community Interests (if known):

N/A

Options:

Review the draft work plan, and provide input regarding what type of informational briefings you would like to receive in 2018. Move to forward a recommended 2018 PBIA work plan to City Council.

Financial Impact:

None - Included in base budget

Attachments:

Draft work plan

Adopted budget

PBIA (Parking & Business Improvement Area) Advisory Board

DRAFT 2018 Work Plan (May extend through March 2019)

The committee has scheduled 12 regular meetings in 2018 to accomplish this work plan (may include 3 additional monthly meetings through March 2019 - until next work plan is adopted.)

Professional staff liaison for PBIA is Amy Buckler

Support is provided by Mark Rentfrow, Downtown Liaison and Mike Reid, Economic Development Director

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
1A.1 Monthly Meeting Roundtable PBIA Role: Time devoted at end of each PBIA meeting to discuss downtown business interests, leading to: <ul style="list-style-type: none"> Quarterly short survey questions Identification of issues that can be addressed by existing programs Identification of key messages or issues that need to be reported to the City Council (quarterly at GG) Advice for staff about messages important to convey to Downtown businesses through ongoing communication materials (e.g., e-blasts, quarterly or bi-annual newsletters, PBIA annual report) 	10-20 minute discussion at each meeting	10-20 minute discussion at each meeting + Prepare and distribute communications	Q1-4	N/A

<p>Deliverable/Outcome: As outlined above. Connect the downtown businesses and City. Help staff communicate effectively with downtown business stakeholders.</p>				
<p>1A.2 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>	<p>Identify questions and discuss survey results as part of monthly roundtable</p>	<p>Identify questions and discuss survey results as part of monthly roundtable</p> <p>+ Put survey online, notice it, prepare summary report</p> <p>+ Put up and monitor suggestion box, prepare summary</p>	<p>Q1-4</p>	<p>N/A</p>
<p>1A.3 Develop Welcome Packet for New Downtown Businesses</p> <p>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</p> <p>Deliverable: Welcome packets</p>	<p>Creating welcome packets: 1.5 hours</p>	<p>1.5 hours</p> <p>+ Create any welcome packet materials</p>	<p>Q1 – start discussion in March</p>	<p>\$2,000 (See also D.3)</p> <p>Materials may also be supplied by CPD</p>
<p>1A.4 Welcome Wagon and ongoing outreach with downtown businesses/PBIA members,</p>	<p>Variable; occurs outside of PBIA meetings</p>	<p>Hours: N/A</p> <p>+ Support any logistical needs</p>	<p>Q1-4 – start discussion in March</p>	<p>N/A</p>

<p>including non-English speaking ratepayers</p> <p>PBIA Role: Advisory board members will attempt to make a face-to-connection with business owners and forge ongoing relationships</p> <p>Deliverable/Outcome: Welcoming business environment; develop relationships and encourage participation by a large diversity of ratepayers</p>				
<p>1A.5 Annual member meeting</p> <p>PBIA Role: Host an annual meeting for PBIA members (ratepayers). This is required by the PBIA bylaws.</p> <p>Deliverable/Outcome: Meeting to promote member relations.</p>	3 hours (1 hour 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 (PBIA's last survey indicated Q1 is best timeline for most responding businesses– that timing will be difficult to launch Q1 of this year, so perhaps we put off the next meeting until Jan/Feb '19?)	\$1,500 PBIA funds

1B. 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 (Estimated)	Budget Implications
Plans				
1B.1 Partially fund the Downtown Ambassador and Clean Team program	0 hours (any time devoted	0 hours (any time devoted would be	Annual allocation of funds	\$43,500

<p>PBIA Role: Provide funds. Gather feedback from members about the program, which may influence priorities.</p> <p>Deliverable/Outcome: Leverage City funds to expand the ambassador and clean team operations.</p>	would be part of Communications in Section 1)	part of Communications in Section 1)		
<p>1B.2 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/Outcome: Waste containers for cigarette butts, which help keep downtown sidewalks clean</p>	0 hours	0 hours	<p>Q1-4</p> <p>Maintenance is billed to City as needed</p>	\$1,500
<p>1B.3 Clean Up Effort - TBD</p> <p>PBIA Role: Set-aside for a special clean-up effort – potentially to sponsor an ODA Downtown Clean Up or perhaps a different opportunity that may emerge</p> <p>Deliverable/Outcome: Unknown. A cleaner downtown</p>	Approximately 1 hour of discussion	Approximately 1 hour of discussion	TBD	\$3,000
<p>1B.4 Sponsor ODA's Volunteer in Paint</p> <p>PBIA Role: Provide funds to help carry out these events.</p> <p>Deliverable/Outcome: Helps to Purchase paint and other materials that help implement the events,</p>	<p>0 hours</p> <p>(Committee members might volunteer to participate in these events)</p>	0 hours	Annual sponsorship	\$1,000

ultimately leading to a cleaner downtown.				
1B.5 Extra Alley Flushings PBIA Role: Provide funds to carry out 3 extra alley flushings during the summer months, in addition to the 2 provided by Public Works. (May-Sept) Deliverable/Outcome: A cleaner downtown	Approximately 1 hour of discussion	Approximately 1 hour of discussion	TBD	\$3,000

1C. 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 <i>(Estimated)</i>	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/Outcome: Flower baskets that 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) The 2018 budget also includes \$6,000 for a new sprayer, to be paid for with unspent funds as approved by a special Council ordinance

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	Q2- start discussion Coordinate with the Wayfinding Plan	TBD - The 2018 budget states this should be paid for by unspent funds as approved by a special Council ordinance
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1D. 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
Plans				
D.1 Partner with the Olympia Downtown Association on downtown marketing and promotion throughout the year. Includes promoting Twinklefest and a bright and festive holiday shopping experience downtown PBIA Role: Provide ½ the funds to carry out the effort (ODA pays other ½). Participate in development of the marketing strategy and some kind of committee to provide high level oversight. Receive regular status updates from the ODA	Full Board: <ul style="list-style-type: none"> 1-2 hours for full board participation in a joint meeting regarding the marketing strategy .5 hours each quarter for report from ODA Select members: approximately 1 hour/month for oversight committee PBIA subcommittee:	1-2 hours for full board participation in a kick off meeting regarding the marketing strategy. Ongoing participation of select members (approximately 1 hour/month) .5 hours each quarter for report from ODA + Set up contract with ODA	Q1-4	\$23,000 for contract with ODA An additional \$7,000 is allocated for marketing, which may be used for enhanced campaign support (ad buys, printing, etc.)

Deliverable/outcome: A cohesive marketing strategy that spreads a positive message and draws visitors to downtown	2 hours to work with ODA on the Scope of Services			
D.2 Sponsoring Events that benefit and draw visitors into downtown (e.g., Pride, Girls Night Out, Trick or Treat, etc.) PBIA Role: Choose which events to sponsor and amount Deliverable: Support for events hosted by other organizations	.5 hours	.5 hours	Q1-4	\$1,500
D.3 Provide a welcome packet to new downtown residents 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 Deliverable: A packet of information to welcome residents to downtown.	1 hour	1 hour + develop content	Q2-3	\$2,000 (see also 1A.3) Materials may also be supplied by CPD

1E. 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
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1E.1 Educate downtown businesses about the City parking strategy – how it aims to make parking more convenient for customers and where employees can and should park PBIA Role: Advise staff on development of communication materials and member outreach to businesses Deliverable: Materials and messages	1-2 hours at committee Additional time for outreach can be folded into Communications efforts outlined in 1A	1-2 hours at committee + develop materials	Q2-4	N/A – materials to be supplied by CPD
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1F. Small Business Support/Resources

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.2 Educate downtown businesses about the myriad resources available to enhance, support and grow their business. PBIA Role: Learn about regional support services available to businesses and share this information through Communications role in A.1 Deliverable/Outcome: PBIA is helping to spread the word to downtown businesses about available services that can help downtown businesses stay and thrive as the local economy grows.	2 hours (may include information briefings from organizations such as the EDC)	2 hours	Q-4	N/A

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 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	Q2-Q4	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	2 hours	2 hours	Q2-4	Included in base CP&D budget
2.3 Receive briefing on efforts to improve PBIA assessment procedures (a staff administrative function) PBIA Role: Hear the information. Provide any insights. Deliverable: PBIA understands the process and can communicate it to	.5 hours	.5 hours	Q3	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
2.5 Joint meeting with the Olympia Downtown Association (ODA) PBIA Role: Help set the agenda and participate Deliverable: Meeting with ODA	1-2 hours May be part of D.1	1-2 hours	TBD	N/A

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
Opportunities are unknown at this time,				

but may include participation in: <ul style="list-style-type: none"> • Wayfinding Plan • Potential Ambassador and Clean Team stakeholder group • Potential shared parking program stakeholder group 				
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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
4.1 Ambassador & Clean Team Program Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.2 Parking Strategy Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.3 Action Plan Update, including indicators PBIA Role: Hear the information.	.5 hours	.5 hours	TBD	N/A

Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members				
4.4 Crosswalks 101: A briefing from Public Works Transportation PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.5 ?? PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.6 ?? PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.7 ?? PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A

PBIA - 2018 Recommended Budget (Board recommended on November 9, 2017)

Category/Item	Amount	Notes
Communications	\$ 2,000.00	Welcome wagon*
Clean & Safe		TOTAL = \$50,200
Ambassadors & Clean Team	\$ 43,500.00	
Maintain cigarette butt containers	\$ 1,500.00	
Clean up efforts	\$ 3,000.00	e.g., ODA's Downtown Clean Up
Volunteers In Paint	\$ 1,000.00	
Extra alley flushings	\$ 1,200.00	3 extra flushings for July, August, September
Streetscape Beautification		TOTAL = \$20,000
Flower baskets	\$ 10,000.00	estimated amount
Flower basket watering	\$ 10,000.00	estimated amount
New sprayer for watering		Use unspent funds (est. \$6,000)**
Public art investment		Use unspent funds (est. \$10,000-\$30,000)**
Marketing		TOTAL = \$31,500
Annual marketing budget	\$ 30,000.00	year round budget, including holidays/Twinklefest
Event sponsorships	\$ 1,500.00	e.g., Pride parade
Parking	\$ -	Communications role - inform about parking strategy*
Business Training	\$ -	Communications role - inform about regional resources*
Administration	\$ 2,300.00	e.g., annual member dinner, survey monkey, misc.
Contingency***	\$ 4,000.00	additional ideas to be determined through work planning
TOTAL	\$ 110,000.00	
Estimated Assessments	\$ 115,000.00	Reserves about 4% for uncollected assessments

*Some communications materials to be provided by CP&D

**PBIA has \$45,000 in unspent funds that can be used for one-time expenses when approved by City Council ordinance

***The contingency amount PBIA originally voted on was \$8,000. The amount has been adjusted to maintain an intended total budget of \$110,000



PBIA Advisory Board

Announcement of Interest in 2018 Officer Positions

Agenda Date: 1/11/2018
Agenda Item Number: 6.C
File Number: 18-0043

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

Title

Announcement of Interest in 2018 Officer Positions

Report

Issue:

The Chair will ask the board who is interested in serving as Chair and Vice Chair during 2018

Staff Contact:

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

Presenter(s):

Chair Mary Corso

Background and Analysis:

The PBIA Bylaws indicate officers shall consist of a Chair and Vice Chair. Terms are one year, and officers may be re-elected to serve again.

The election of 2018 officers shall be held in February. Although the bylaws state a majority vote of the advisory board will elect officer by secret ballot, per the Open Public Meetings Act voting will need to be cast in the open (i.e., by raising hands.)

Chair Corso will continue to serve as Chair through February. PBIA currently does not have a Vice Chair.

The Chair's duties include:

- Supervise and presides over meetings
- Sets meeting agendas with help from staff
- Call special meetings as necessary
- Establish subcommittees and appoint subcommittee chairs as needed
- Appoints committee members in cases when a seat is vacated mid term
- Perform other duties usually inherent to such office

The Vice Chair shall serve as Chair in case of absence.

Neighborhood/Community Interests (if known):

N/A

Options:

If you are interested in running for an officer position in February, please say so.

Financial Impact:

None - Included in base budget

Attachments:

N/A



PBIA Advisory Board

Report from the Marketing Subcommittee on 2018 Marketing with ODA

Agenda Date: 1/11/2018
Agenda Item Number: 7.A
File Number: 18-0044

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

Title

Report from the Marketing Subcommittee on 2018 Marketing with ODA

Report

Issue:

The PBIA has decided to appropriate \$23,000 from the 2018 PBIA marketing fund to enter into a contractual partnership with the ODA for downtown marketing/promotion services during 2018.

Staff Contact:

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

Presenter(s):

Janis Dean, PBIA Marketing Subcommittee Chair

Background and Analysis:

On December 14, 2017 the PBIA Advisory Board directed its marketing subcommittee to: A) work with the Olympia Downtown Association (ODA) to finalize a scope of work based on that evening's discussion, B) approve the final scope of work, and 3) direct staff to complete the contract.

The subcommittee met on January 3 to review the draft scope of services and prepare suggestions and questions for a yet to be scheduled meeting with ODA representatives in which the scope of services will be finalized. Draft minutes are **attachment 1**.

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. The PBIA and ODA are working toward a partnership to market/promote downtown during 2018.

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 proposal outline is **attachment 2**. The draft scope of services is **attachment 3**.

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:

N/A - report only

Financial Impact:

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

Attachments:

1. Draft Minutes from Marketing Subcommittee
2. Proposal Outline
3. Draft Scope of Services



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Wednesday, January 3, 2018

9:15 AM

Room 112

Special Meeting of the Marketing Subcommittee

1. CALL TO ORDER

Chair Dean called the meeting to order at 9:20 a.m.

1.A ROLL CALL

Present: 3 - Boardmember Janis Dean, Boardmember Kim Murillo and Boardmember Danielle Ruse

Excused: 10 - Chair Mary Corso, Boardmember Jeffrey Barrett, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Audrey Henley, Boardmember Sheila Irish, Boardmember Bobbi Kerr, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Jeffrey Trinin

OTHERS PRESENT

Community Planning and Development Staff:
Economic Development Director Mike Reid
Senior Planner Amy Buckler

2. APPROVAL OF AGENDA

The agenda was approved.

3. PUBLIC COMMENT - None

4. BUSINESS ITEMS

4.A 18-0016 2018 Marketing Partnership with ODA

The subcommittee reviewed the draft scope of services and prepared suggestions and questions for a meeting with ODA representatives regarding the 2018 marketing contract/partnership.

The group identified, in part, what success would look like after one year of this marketing partnership:

- There is an impactful steady stream of positive, inviting messages going out about downtown
- PBIA events/activities had good publicity (i.e., Twinklefest)
- Downtown has “a face” - could be captured by various customers and businesses. Up until recently, the Downtown Ambassadors have been ‘a face’ but their social media account will be going away. There is interest in maintaining the same type of vibrant, interesting social media presence they had.
- More trust between ODA and PBIA
- PBIA has been involved enough to build trust and have a voice, while ODA has had enough autonomy to efficiently and effectively get the job done
- PBIA ratepayers see the value of their contribution and this approach to marketing downtown
- PBIA and ODA want to continue the partnership

The group agreed that overall the scope of services looks good, but there are a few things to be added or discussed with ODA before it's final:

- Add a summary of the PBIA's role to the Scope of Services. Suggested roles:
 - Select PBIA members will serve on the hiring committee for the ODA's marketing/promotions employee
 - Development of the marketing strategy (to be facilitated by ODA's marketing/promotions employee) shall kick off with a joint board meeting of ODA/PBIA
 - From there, select members of the PBIA will work with ODA to further develop the marketing strategy as needed, and participate in some form of committee to provide iterative, high level guidance
 - ODA to provide quarterly reports to PBIA Board, as well as monthly status (metrics) reports
- Suggest adding a bullet under “The work plan could include ... development, operation and maintenance of a comprehensive events calendar”
- Requested discussion topics for next Marketing Subcommittee meeting with ODA reps:
 - What level of “campaign support” (e.g., sponsored posts, boosts, content and graphic creation, printing) is included in the \$23,000 contract amount? At what threshold will an additional budget for campaign support be needed?
 - Metrics - lets discuss and define a shared concept of what we're talking about here

The PBIA marketing subcommittee meeting with ODA representatives is yet to be scheduled, and is likely to occur within the next few weeks.

The information was discussed.

5. REPORTS - None

6. ADJOURNMENT

The meeting adjourned at 10:30 a.m.

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.

