



# Meeting Agenda

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
360.570.5847

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Thursday, February 8, 2018

6:00 PM

Council Chambers

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**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

**3.A 18-0132 Approval of January 11, 2018 PBIA Meeting Minutes**

Attachments: [Minutes](#)

**3.B 18-0133 Approval of January 18, 2018 PBIA Marketing Subcommittee 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 18-0114 Downtown Ambassador and Clean Team Status Report**

Attachments: [Link to Ambassador webpage](#)

[PBIA Ambassador Data Feb 2018](#)

**6.B 18-0128 Briefing on Regional Business Support Services**

Attachments: [Link to CB&I website](#)

**6.C 18-0129 Election of 2018 Officers**

**7. REPORTS****8. OTHER TOPICS****8.A 18-0117 Round Table Discussion****9. 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.*



## PBIA Advisory Board

### Approval of January 11, 2018 PBIA Meeting Minutes

**Agenda Date:** 2/8/2018  
**Agenda Item Number:** 3.A  
**File Number:** 18-0132

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

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**Title**

Approval of January 11, 2018 PBIA Meeting Minutes



# Meeting Minutes

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
360.570.5847

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**Thursday, January 11, 2018**

**6:00 PM**

**Council Chambers**

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**1. CALL TO ORDER**

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

**1.A ROLL CALL**

**Present:** 7 - Chair Mary Corso, Boardmember Jeffrey Barrett, Boardmember Janis Dean, Boardmember Lindsay Galariada, Boardmember Kim Murillo, Boardmember Nathan Rocker and Boardmember Danielle Ruse

**Excused:** 6 - Boardmember Jacob David, Boardmember Audrey Henley, Boardmember Sandra Hall, Boardmember Connie Phegley, Boardmember David Rauh and Boardmember Jeffrey Trinin

**OTHERS PRESENT**

Community Planning and Development Staff:  
Economic Development Director Mike Reid  
PBIA Staff Liaison/Senior Planner Amy Buckler  
Minutes Recorder Stacey Rodell

**2. APPROVAL OF AGENDA**

**The agenda was approved.**

**3. APPROVAL OF MINUTES**

**3.A** 18-0042 Approval of December 14, 2017 PBIA Meeting Minutes

**The minutes were approved.**

**4. PUBLIC COMMENT - None**

**5. ANNOUNCEMENTS**

Ms. Buckler announced the following:

- Mike Reid is the new Economic Development Director.
  - Mr. Reid briefly shared some of his career background.
- Twinklefest had over 85 businesses who participated

- Over 500 individual votes were received
  - 1st Prize awarded to Belleza Ropa
  - 2nd Prize awarded to Speak Easy
  - 3rd Prize awarded to Sharp Design
- The Downtown Ambassador and Clean Team Programs are now part of the City operations. Mark Moore is the new Clean Team Lead, he and Mr. Rentfrow will be at the February meeting to provide an update on their progress.
- PBIA Council Liaison will be decided soon by Council.

## 6. BUSINESS ITEMS

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

Ms. Buckler presented an orientation for PBIA Boardmembers via a PowerPoint presentation. A copy of the presentation can be found in the meeting details on the City's website.

**The information was received.**

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

Ms. Buckler reviewed the PBIA 2018 Work Plan via a PowerPoint presentation. A copy of the presentation can be found in the meeting details on the City's website.

**Boardmember Ruse moved, seconded by Boardmember Dean, to approve the 2018 work plan and forward it on to City Council for review. The motion was unanimously approved.**

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

Chair Corso reminded Boardmembers that at the next meeting there will be an election for Chair and Vice Chair positions.

**The report was received.**

## 7. REPORTS

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

Marketing Report:

Boardmember Dean reported on the meeting with the Olympia Downtown Association (ODA) representatives regarding the draft Scope of Services. She reviewed the changes the Marketing Committee compiled. They will meet with the ODA to finalize the contract.

General Board Reports:

Boardmember Barrett reported he heard lots of positive feedback on the new snowflake decoration lights. He suggested the Marketing Committee discuss increasing the

snowflake inventory in the future.

Boardmember Ruse reported she heard positive feedback about the complimentary parking during the holidays.

Boardmember Dean reported no unhappy customers this holiday season. She also mentioned her employees feel safer now that the smart parking lot has been cleaned up.

Boardmember Murillo reported she has concerns about the hours of the Community Care Center. When they are closed the businesses are affected by crowds gathering around the facility. Also she appreciated seeing the sidewalks being cleaned. She is excited about the ODA contract.

Boardmember Rocker reminded the Board of the Sea Level Rise open house coming up on January 18, 2018 from 6:00 p.m. - 8:00 p.m. It will be held at the Olympia Center.

**The reports were received.**

## **8. ADJOURNMENT**

The meeting adjourned at 7:49 p.m.



## **PBIA Advisory Board**

### **Approval of January 18, 2018 PBIA Marketing Subcommittee Meeting Minutes**

**Agenda Date:** 2/8/2018  
**Agenda Item Number:** 3.B  
**File Number:** 18-0133

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**Type:** decision **Version:** 2 **Status:** In Committee

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**Title**

Approval of January 18, 2018 PBIA Marketing Subcommittee Meeting Minutes



# Meeting Minutes

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
360.570.5847

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Thursday, January 18, 2018

9:15 AM

Room 224

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### Special Meeting of the Marketing Subcommittee

#### 1. CALL TO ORDER

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

#### 1.A ROLL CALL

**Present:** 5 - Chair Mary Corso, Boardmember Jeffrey Barrett, Boardmember Janis Dean, Boardmember Kim Murillo and Boardmember Danielle Ruse

**Excused:** 7 - Boardmember Jacob David, Boardmember Lindsay Galariada, Boardmember Sandra Hall, Boardmember Connie Phegley, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Jeffrey Trinin

#### OTHERS PRESENT

Mike Reid, Economic Development Director, City of Olympia  
Amy Buckler, Senior Planner, City of Olympia  
Todd Cutts, Executive Director, Olympia Downtown Association (ODA)  
Lisa Barker, Rants Group, ODA Boardmember  
Luana Hawley, Hawley's Gelato and Coffee, ODA Boardmember  
Nate Reilly, 3 Magnets Brewing, ODA member

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. APPROVAL OF MINUTES

**3.A** 18-0058 Approval of January 3, 2018 PBIA Marketing Subcommittee Meeting Minutes

The minutes were approved.

#### 4. BUSINESS ITEMS

**4.A** 18-0055 Meeting with ODA Reps re: 2018 Marketing Partnership



The group discussed the 2018 joint marketing effort. It was clarified that:

- ODA, but not necessarily their marketing employee, will facilitate the joint PBIA/ODA board meeting to discuss the marketing strategy.
- Part of the work effort will be to determine a method for measuring impact. Analytic data and narrative performance reports will be provided to PBIA regularly.
- Additional campaign support will be negotiated as needed. Both PBIA and ODA have some additional budget for this.
- Operation and maintenance of an events calendar is planned.

**Boardmember Dean moved, seconded by Boardmember Ruse, to authorize staff to finalize a contract with the ODA for 2018 marketing services. The motion was unanimously approved.**

## **5. ADJOURNMENT**

The meeting adjourned at 10:00 a.m.



## PBIA Advisory Board

### Downtown Ambassador and Clean Team Status Report

**Agenda Date:** 2/8/2018  
**Agenda Item Number:** 6.A  
**File Number:** 18-0114

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

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#### **Title**

Downtown Ambassador and Clean Team Status Report

#### **Recommended Action**

Move to receive the report. Briefing only; No action requested.

#### **Report**

##### **Issue:**

Whether to receive an update on the onboarding of the Downtown Ambassador and Clean Team program as a City service.

##### **Staff Contact:**

Mark Rentfrow, Downtown Liaison, CP&D, 360.570.3798

##### **Presenter(s):**

Mark Rentfrow, Downtown Liaison, CP&D, 360.570.3798

Mark Moore, Clean Team Lead, CP&D, 360.522.3850

##### **Background and Analysis:**

At its Nov. 28, 2017 meeting, the Olympia City Council approved making the Downtown Ambassador and Clean Team Program part of regular City services. The City of Olympia's Downtown Ambassador and Clean Team launched on Jan. 2, 2018.

Part of the Clean Team's strategy is to incorporate mechanization as a means to make a greater impact on removing litter, organics, and other waste. Clean Team lead Mark Moore has arranged to repurpose an existing city vehicle for use as a Clean Team mobile unit. This will allow the Team to collect waste throughout downtown, maintain a high level of productivity, and eliminate the need to continuously return to City Hall or the trash compactor to deposit collected waste. Machines such as a street vacuum and leaf blowers will also be used for cleanups. Mr. Moore also has incorporated his experience in Parking Services to devise waste collection routes that mirror those of parking enforcement, maximizing efficiency of waste collection and 'eyes on the street' for spotting and addressing graffiti.

The Downtown Ambassadors have begun reintroducing themselves to every business in the

downtown core, and providing newly designed rack cards that highlight the services they provide, the hours they are available and a phone number at which they can be reached.

Additional assistance from our Communications Services staff has also produced a dedicated web page on the City's website to highlight both the Ambassadors and Clean Team programs. That web address is **attached**.

**Neighborhood/Community Interests (if known):**

The Ambassadors and Clean Team programs have become an important and well recognized part of the City's efforts to create a clean and safe downtown. Over the past five years the City has received many compliments about the work of the Team and the critical nature of the effort. Continuing challenges downtown illustrate the need for both the Ambassadors and the Clean Team.

**Options:**

N/A

**Financial Impact:**

The Downtown Ambassadors and Clean Team Programs will operate at an estimated cost of \$466,829 in 2018.

**Attachments:**

- Link to Ambassador webpage
- 2017 Ambassador and Clean Team Stats Overview

# Downtown Ambassadors & Clean Team



## About the Program

The Ambassadors and Clean Team workers are part of the City's front line service delivery system in Downtown Olympia and are a vital part of the City's Economic Development team. Working together, they help promote and help ensure Downtown is a vibrant and attractive urban destination.

## The Downtown Ambassadors

The Ambassadors provide street outreach, business support and hospitality services to residents, business owners, property owners and visitors to Downtown.

The Downtown Ambassadors work Tuesday - Saturday, 9 a.m. - 5 p.m.

## Key Services

- Maintain a visible presence on the street
- Visitor assistance
- Parking assistance
- Social Service Availability Information
- Business check-ins and outreach
- Trespass engagement
- Eyes on the street, reporting suspicious activity
- Welcome new businesses

☎ Call the Ambassadors: 360-338-2853

**IMPORTANT: If reporting an emergency please call 9-1-1**



## The Clean Team

The Clean Team is responsible for general upkeep, repair, painting, trash pickup and cleaning in and around public spaces in Downtown Olympia.

The Clean Team works Monday - Friday, 7 a.m. - 4 p.m. Weekend hours vary.

## Key Services

- Removal of trash and bio-hazard waste
- Graffiti removal
- Sidewalk sweeping, pressure washing and cleaning
- Leaf and vegetation removal
- Assist with ice and snow removal, de-icing and drain clearance
- General upkeep and repairs in public areas
- Flyer removal from City signs and utility boxes

☎ Call the Clean Team: 360-522-3850

## Questions

**Contact Downtown Liaison, Mark Rentfrow, at 360.570.3798 or [mrentfro@ci.olympia.wa.us](mailto:mrentfro@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.



## Downtown Ambassador Program Data

### Downtown Ambassadors October – December 2017

Month, Year	First Contact*	Outreach	Social Service	Public Relations	Info	Business Checks	Dispatch Calls	Non- Emergency	911
<b>Total</b>	<b>222.00</b>	<b>544.00</b>	<b>122.00</b>	<b>252.00</b>	<b>305.00</b>	<b>646.00</b>	<b>221.00</b>	<b>16.00</b>	<b>4.00</b>
10/1/2017	78	200	49	81	100	148	67	4	1
11/1/2017	70	189	40	54	93	248	89	7	1
12/1/2017	74	155	33	117	112	250	65	5	2

### January 2018

Month, Year	First Contact Outreach*	Outreach	Social Service	First Contact Information	Info	Business Checks	Dispatch Calls	Non- Emergency	911
<b>Year to Date</b>	<b>31.00</b>	<b>144.00</b>	<b>84.00</b>	<b>42.00</b>	<b>60.00</b>	<b>219.00</b>	<b>52.00</b>	<b>8.00</b>	<b>2.00</b>
January	31	144	84	42	60	219	52	8	2

### Clean Team October – December 2017

Month, Year	Trash Bags	Recycling Lbs.	Flyers & Stickers	Needles	Anti-Social Deposits	Compostable Bags	Drains	Graffiti
Total	477.00	924.00	468.00	409.00	92.00	162.00	189.00	394.00
10/1/2017	188	527	202	157	44	74	50	116
11/1/2017	111	397	162	212	48	72	96	193
12/1/2017	178	n/a	104	40	47	16	43	85

### January 2018

Month, Year	Trash Bags	Recycling Lbs.	Flyers & Stickers	Needles	Anti-Social Deposits	Compostable Bags	Drains	Graffiti
Total	398.00	600.00	80.00	383.00	63.00	1.00	0.00	217.00
1/1/2018	398	600	80	383	63	1	0	217





## PBIA Advisory Board

### Briefing on Regional Business Support Services

**Agenda Date:** 2/8/2018  
**Agenda Item Number:** 6.B  
**File Number:** 18-0128

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

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**Title**

Briefing on Regional Business Support Services

**Report**

**Issue:**

Overview of business support services available in Thurston County

**Staff Contact:**

Amy Buckler, Senior Planner, CP&D, 360.570.5847

**Presenter(s):**

Michael Cade, Executive Director, Thurston Economic Development Council

**Background and Analysis:**

One of the PBIA's work plan items for 2018 is to inform downtown businesses about the myriad resources available to enhance, support and grow their business. This effort is an important part of the City's Downtown Retail Strategy and its focus on connecting downtown businesses to the tools and trainings that can help these businesses be successful so they can stay and thrive in downtown as the local economy grows.

The Thurston Economic Development Council (EDC) houses a Business & Innovation Center (CB&I), which exists to support business with services and resources to achieve success. Mr. Cade will provide an overview of the programs and services available through the Center. A link to the website is **attached**.

**Neighborhood/Community Interests (if known):**

N/A

**Options:**

Briefing with Q&A only

**Financial Impact:**

N/A

**Attachments:**

Link to CB&I website



## PBIA Advisory Board Election of 2018 Officers

**Agenda Date:** 2/8/2018  
**Agenda Item Number:** 6.C  
**File Number:** 18-0129

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

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**Title**

Election of 2018 Officers

**Report**

**Issue:**

Elections for 2018 Chair and Vice Chair

**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.

2018 officers shall be elected tonight, by majority vote of the advisory board. While the bylaws state the election will be by secret ballot, per the Open Public Meetings Act voting needs to be cast in the open (i.e., by raising hands.)

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:**

Those interested should announce their interest in officer positions. The board will elect a chair by making a motion and voting with a raise of hands. The board will do the same for vice chair

**Financial Impact:**

None - Included in base budget

**Attachments:**

N/A



## PBIA Advisory Board Round Table Discussion

**Agenda Date:** 2/8/2018  
**Agenda Item Number:** 8.A  
**File Number:** 18-0117

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

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**Title**

Round Table Discussion

**Report**

**Issue:**

Board discussion of downtown issues

**Staff Contact:**

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

**Presenter(s):**

N/A

**Background and Analysis:**

10-20 minute discussion about downtown issues and what we are hearing from ratepayers; leading to identification of:

- Quarterly short survey questions
- Issues that might be addressed by existing programs
- Key messages to be reported to City Council
- Advice to staff about key messages to convey to downtown businesses
- Ideas for potential future PBIA budget items

**Neighborhood/Community Interests (if known):**

Discussion is to identify neighborhood issues

**Options:**

N/A

**Financial Impact:**

N/A

**Attachments:**

N/A