

PBIA Advisory Board Retreat



Orientation

January 11, 2018
Amy Buckler, Staff Liaison

Vision for Downtown



- A vibrant, attractive urban destination
- A safe and welcoming Downtown for all
- A mix of urban housing options
- A variety of businesses
- Connections to our cultural & historic fabric
- Engaging arts & entertainment experiences

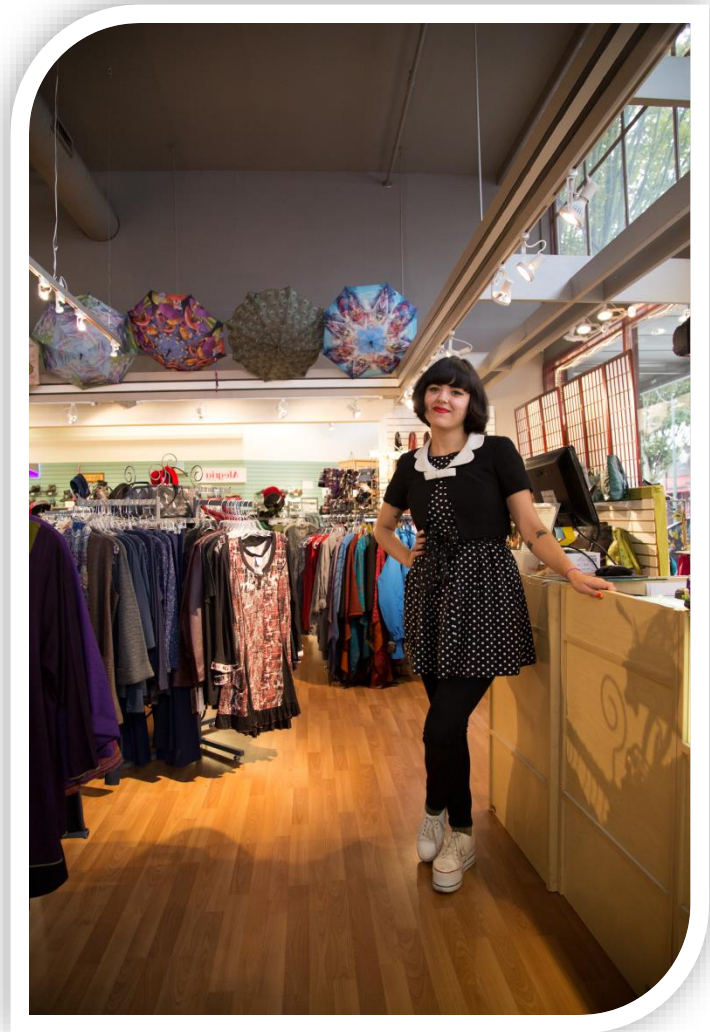
Downtown Retail Strategy Vision



*A vibrant, dynamic
business environment
that attracts people,
activity and
investment*

PBIA Advisory Board's Role

- Make recommendations to City Council regarding use of PBIA funds
- Develop recommended work plan and budget
- Communicate with members
- Advise City on matters of importance to downtown





Staff Liaison

- Professional guidance
- Set agenda with Chair
- Provide info, data, trends analysis, etc. necessary for committee to make a recommendation
- Communication support, minutes
- Help keep PBIA on track
- Has other work duties



Website Navigation

- <http://olympiawa.gov/>

Work Plan - Deadlines

Recommended Work Plan Due in February

- Reviewed by General Government
- Approved by City Council



Some Overall Objectives

- Scale investments to have real IMPACT
- Do a few things really well
- Communicate more transparently with members
- Be more informed of Downtown happenings
- Forge partnerships with ODA where possible
- Have less meetings



Work Plan Elements

- Proposed action & outcome deliverable
 - Initiatives funded by PBIA
 - Administrative Activities
 - Input to Staff
 - Informational Briefings
- Board's role & estimated meeting time
- Staff commitment
- Budget implications
- Timing (generally)

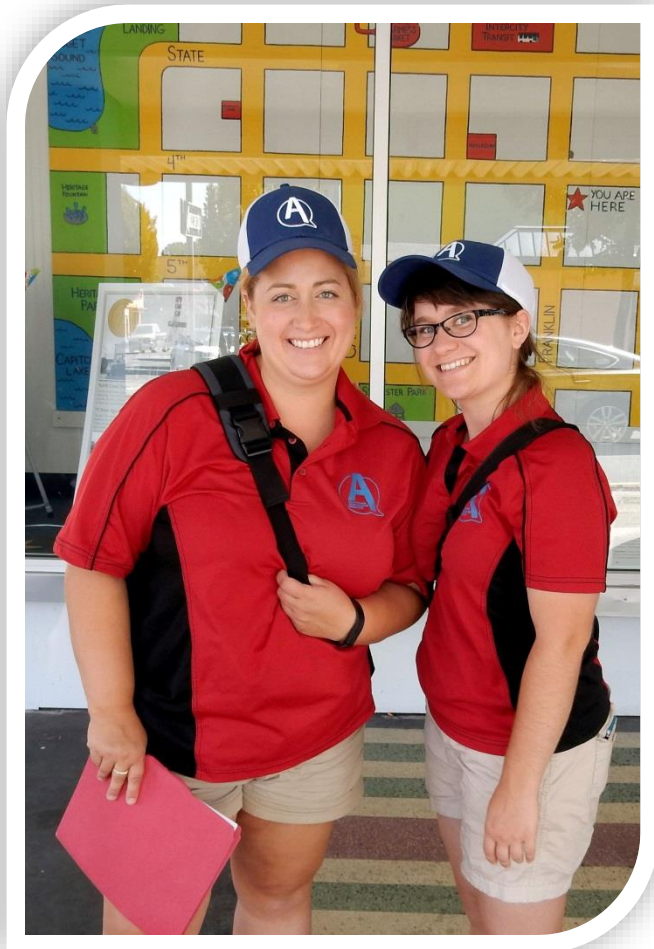




Key 2018 Board Work Efforts

- Communications
 - Roundtable at every meeting
 - Surveys
 - Welcome Wagon
 - Specific outreach about Parking Strategy & Business Support Services
- Public Art Investment
- Marketing Plan with ODA
- Welcome Baskets for new residents
- Review ordinance and bylaws
- Informational Briefings
- Set work plan for next year

Responding to Member Concerns



- Day to Day Needs
 - Downtown Liaison
 - Ambassadors
 - Clean Team
- Emerging Issues
 - Give quarterly updates to General Government
- Policy & budget issues that could potentially involve PBIA
 - Is the issue on the work plan?
 - If not, report to GG – could lead to:
 - A future PBIA work plan item
 - A change to the current work plan
 - Council becomes aware of the issue



Discussion

- Questions
- What informational briefings are you interested in hearing this year?
- Make a motion to recommend a work plan



PBIA Mission Important to Regional Sustainability

Thurston Region
Sustainability Plan

Regional social, economic,
environmental, sustainability

Comprehensive Plan &
Downtown Strategy

Downtown is a vibrant, urban
center with a mix of uses

Downtown Retail
Strategy Vision

A vibrant, dynamic business
environment that attracts
people, activity and investment

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

PBIA Mission