



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, January 9, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

- 3.A** [19-0023](#) Approval of December 5, 2018 PBIA Advisory Board 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** [19-0042](#) Update on Olympia & Franklin Homelessness Mitigation Site

- 6.B** [19-0025](#) Announcement of PBIA Board Election Results

- 6.C** [19-0030](#) Discussion about 2019 Work Plan Priorities

Attachments: [Public Value Maps](#)
[2019 Budget](#)
[PBIA Strategic Plan 2016-2020](#)

7. REPORTS

8. OTHER TOPICS

8.A [19-0021](#) Round Table Discussion**9. ADJOURNMENT****Accommodations**

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

PBIA Advisory Board

Approval of December 5, 2018 PBIA Advisory Board Meeting Minutes

Agenda Date: 1/9/2019
Agenda Item Number: 3.A
File Number: 19-0023

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

Title

Approval of December 5, 2018 PBIA Advisory Board Meeting Minutes



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, December 5, 2018

6:00 PM

Council Chambers

1. CALL TO ORDER

Chair Ruse called the meeting to order at 6:05 p.m.

1.A ROLL CALL

Present: 7 - Chair Danielle Ruse, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Lyndsay Galariada, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Jeremy Williamson

Excused: 1 - Vice Chair Jeffrey Barrett

Absent: 2 - Boardmember Mary Corso and Boardmember Jeffrey Trinin

OTHERS PRESENT

City of Olympia Community Planning and Development Staff:
Downtown Programs Manager Amy Buckler
Senior Program Assistant Max DeJarnatt

Council Liaison Lisa Parshley

The Bridge Music Project Executive Director Bobby Williams
The Bridge Music Project Boardmember Matt Guile

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [18-1049](#) Approval of October 3, 2018 PBIA Advisory Board Meeting Minutes

The minutes were approved.

3.B [18-1143](#) Approval of November 7, 2018 PBIA Advisory Board Meeting Minutes

The minutes were approved.

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

Ms. Buckler made announcements.

6. BUSINESS ITEMS**6.A** [18-1147](#) Bridge Music Project

Mr. Williams and Mr. Guile reported on the activities of The Bridge Music Project, which is an organization that promotes music for at-risk youth. The organization asked if the Board would sponsor their upcoming summer concert series. Seattle Seahawks K.J. Wright personally invited the youth to attend one of their games.

The discussion was completed.

6.B [18-1160](#) Faith Community & City of Olympia Tiny House Pilot Partnership

Ms. Buckler reported on the partnership between the City, the Faith Community and non-profit organizations to establish and manage the tiny house and transitional shelter facilities on public and private property. The City will provide funding and support for the one-year pilot program in 2019.

The report was received.

6.C [18-1148](#) Olympia Downtown Alliance Marketing Update

Mr. DeJarnatt handed out a memo from the Olympia Downtown Alliance regarding marketing updates. Strategy is the second section of the memo and the numbers are from their social media outreach.

The discussion was completed.

6.D [18-1166](#) Parking Strategy Update

Mr. DeJarnatt provided a condensed fact sheet for the Downtown Parking Strategy. The South Capitol Neighborhood felt the process was moving too fast, so the City decided it is not an appropriate time to increase fees.

The information was received.

6.E [18-1150](#) 2019 PBIA Meeting Dates

All meeting dates for 2019 are scheduled for the first Wednesday of every month, except for the January 2, 2019 meeting which is rescheduled for January 9, 2019.

The discussion was completed.

6.F [18-1146](#) PBIAB Election Update

Chair Ruse has reached out to the community regarding possible members for the upcoming elections. There are five vacancies that need to be filled. Boardmember Hall and Boardmember Murillo have resigned; their positions require an election. For the three remaining positions PBIAB can appoint members.

The discussion was completed.

6.G [18-1164](#) Update on Upcoming PBIAB Assessments

Mr. DeJarnatt reported that the way we know there is a new business downtown is due to our Downtown Liaison Mark Rentfrow and the Downtown Ambassadors canvassing the area; but we don't know what businesses are on the upper-levels. The City used Department of Revenue data to determine physical addresses and determine what type of business they are. One-hundred and ninety businesses were added to the current list.

The discussion was completed.

6.H [18-1165](#) Quarterly Survey

Chair Ruse reported it's time to send out a survey. There are four surveys sent out every year and social media indicates additional surveys are welcome.

The discussion was completed.

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

Councilmember Parshley will report on the PBIAB at the next Council Meeting. Boardmember David asked about the downtown Airbnb rentals and how it affects the housing issue. Also, how are Airbnb's dealt with as a business since they are exempt from paying hotel taxes?

8.A [18-1051](#) Round Table Discussion

Boardmembers discussed upcoming ideas and questions for upcoming surveys. For instance, what are things that you would like to see PBIAB accomplish.

The discussion was completed.

9. ADJOURNMENT

The meeting was adjourned at 8:19 p.m.

Upcoming

The next scheduled meeting is for January 9, 2019.



PBIA Advisory Board

Update on Olympia & Franklin Homelessness Mitigation Site

Agenda Date: 1/9/2019
Agenda Item Number: 6.A
File Number: 19-0042

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

Title

Update on Olympia & Franklin Homelessness Mitigation Site

Report

Issue:

Briefing on Olympia & Franklin Homelessness mitigation site

Staff Contact:

Amy Buckler, Downtown Programs Manager, Community Planning & Development, 360.570.5847

Presenter(s):

Amy Buckler

Background and Analysis:

The City designated the Olympia & Franklin parking lot as a homelessness mitigation site, fencing in an area with demarcated tent sites with supplied tents and pallets, sanitation facilities, and a 'tiny house' host site at the entrance. Residents are each assigned a tent.

Attachments:

None



PBIA Advisory Board

Announcement of PBIA Board Election Results

Agenda Date: 1/9/2019
Agenda Item Number: 6.B
File Number: 19-0025

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

Title

Announcement of PBIA Board Election Results

Report

Issue:

Announce the results of a recent online election to re-elect PBIA Board members

Staff Contact:

Max DeJarnatt, Senior Program Assistant, PBIA Staff Liaison, Community Planning & Development,
360.570.3723

Presenter(s):

Max DeJarnatt

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 21st and closed at midnight on December 31. 24 Businesses responded, re-electing Jacob David and Danielle Ruse.

Neighborhood/Community Interests (if known):

N/A

Options:

Information only

Financial Impact:

N/A

Attachments:

N/A



PBIA Advisory Board

Discussion about 2019 Work Plan Priorities

Agenda Date: 1/9/2019
Agenda Item Number: 6.C
File Number: 19-0030

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

Title

Discussion about 2019 Work Plan Priorities

Report

Issue:

Ongoing work regarding development of PBIA's 2019 work plan

Staff Contact:

Max DeJarnatt, Senior Program Assistant, PBIA Staff Liaison, mdejarna@ci.olympia.wa.us, 360-570-3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

Olympia's retail strategy vision is: *A vibrant, dynamic business environment that attracts people, activity and investment.*

The mission of the Parking & Business Improvement Area (PBIA) is *to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners.*

The PBIA exercises its mission by carrying out initiatives in five program areas: parking, clean and safe, beautification, communications and marketing. To that end, a primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan with specific projects and budget. The City Council has a role to review and adopt the PBIA's annual work plan and budget, which is ideally completed before they adopt the City's annual budget in December of each year.

In preparation for developing its 2018 work plan and budget recommendation for the City Council, 2017 PBIA subcommittees met to review its page in the strategic plan and clarify what that program does and why. The attached draft public value maps reflect the discussions. PBIA members are asked to review the maps. We will continue to refine them.

Discussion topics include the role of the PBIA and its work plan, vetting what we do and why, discussing how we do it and priorities for 2019.

Neighborhood/Community Interests (if known):

The PBIA's mission helps carry out Olympia's Downtown retail vision.

Options:

Please review the maps - Did we get it right?

Financial Impact:

Supporting PBIA in development of a work plan is included in the base budget for Community Planning & Development. The 2019 cost for specific initiatives within the work plan will be determined as part of the process.

Attachments:

Public Value maps

2019 Budget

PBIA 5-Year Strategic Plan

Communications (Educate & Inform)

Public Value Results Map

How my work contributes to the PBIA mission:

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

What we do:

- Proactively educate and inform members and partner organizations about:
- Who PBIA is, what PBIA does (*and sometimes - when necessary - what we can't do*) & how this adds value Downtown
 - How to get involved in PBIA events and happenings
 - Related efforts that address issues of importance to members

2018 Initiatives:

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

“so that”

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

AND

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

“so that”

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

“so that”

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

Some Related Efforts of Importance to PBIA Members:

- How Downtown Ambassadors & Clean Team can help businesses
- Myriad resources to enhance, support and grow their business
- Programs & services available to help people experiencing homelessness and street dependency in Downtown
- Actions in Olympia’s Downtown/Retail Strategy:
 - Parking strategy
 - Street improvement projects
 - Public restrooms, walking patrol, shared trash compactors, artesian commons programming, etc.
 - Development projects (encouraging private investment)
 - Sea level rise response plan, nightlife safety plan for the Entertainment Area, mixed-income housing strategy
 - Coordinated response to homelessness & street dependency in Downtown that includes businesses, social service providers and government

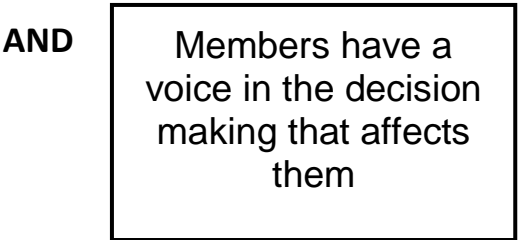
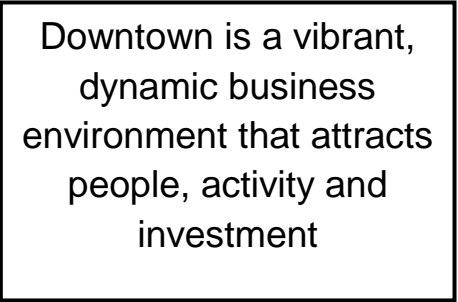
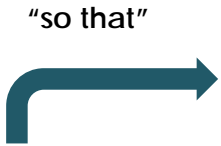
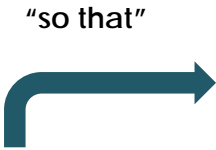
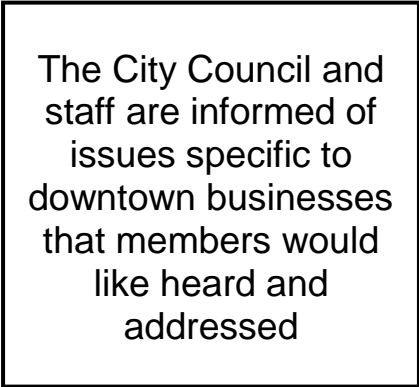
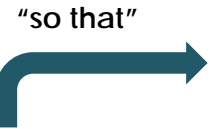
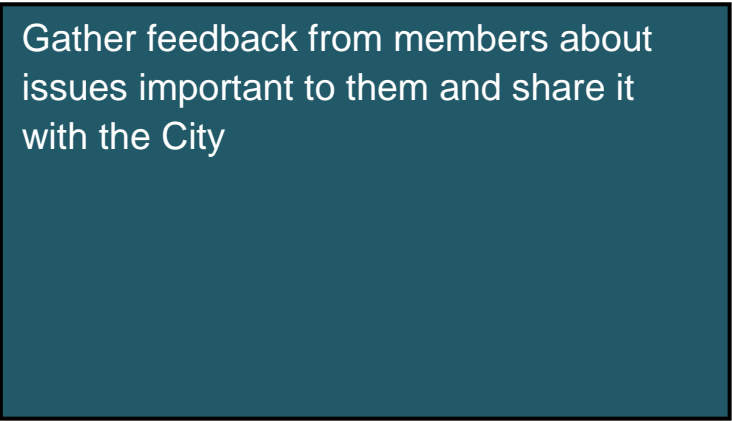
Communications (Query Members)

Public Value Results Map

How my work contributes to the PBIA mission:

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

What we do:



2018 Initiatives:

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

Clean & Safe

Public Value Results Map

How my work contributes to the PBIA mission:

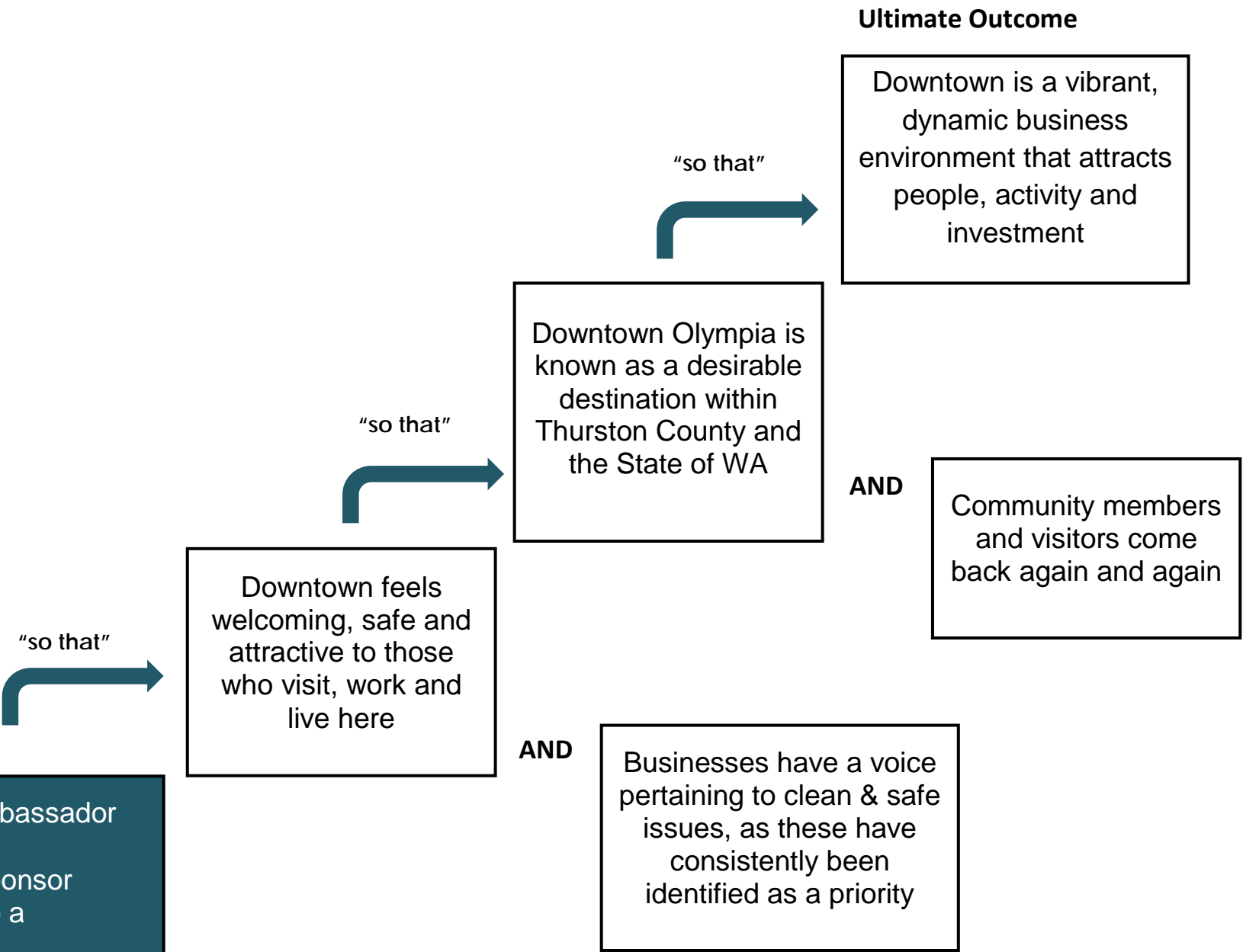
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

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

2018 Initiatives:

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



Beautiful Streetscapes

Public Value Results Map

How my work contributes to the PBIA mission:

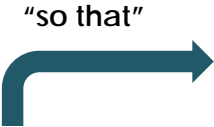
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

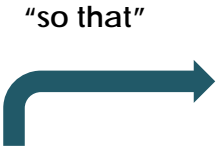
- Fund small projects that contribute to an attractive, welcoming Downtown

2018 Initiatives:

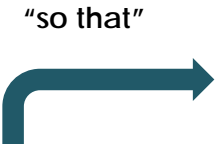
- Hang and maintain flower baskets
- Make a public art investment



Downtown feels welcoming, safe and attractive to those who visit, work and live here



The identity and perception of Downtown is improved within Thurston County and the State of WA



Ultimate Outcome

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

AND

Visitors come back again and again

Marketing

Public Value Results Map

How my work contributes to the PBI mission:

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

What we do:

- Market to the general public, members & businesses to educate and promote events and activities supported by PBI
- 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

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

- 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)

Parking

Public Value Results Map

How my work contributes to the PBIA mission:

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

What we do:

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

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

AND

Businesses continue to have a voice in its implementation

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

- Shoppers
- Theater Patrons
- Employers/Employees
- Residents
- Loading/Unloading

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

Small Business Support/Resources

Public Value Results Map

How my work contributes to the PBIA mission:

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

What we do:

- Educate members about the myriad resources to enhance, support and grow their business
- Help to facilitate and fund business and professional training programs
- Encourage members to participate

Downtown businesses have the tools and trainings they need to be successful

Businesses can stay and thrive in Downtown as the local economy grows

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

2018 Initiatives:

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

PBIA - 2019 Budget		7-Nov-18	
	Category/Item	Budget Amount	Notes
	Communications		
	Clean & Safe		
	Ambassadors & Clean Team	\$ 43,500	
	Mural protection	\$ 2,500	<i>estimated cost of labor and materials to cover 3 murals</i>
	Extra alley flushings	\$ 1,200	<i>3 extra flushings for July, August, September</i>
	Streetscape Beautification		
	Flower baskets	\$ 5,000	<i>(74) 18" from Fessler's + (5) 24" moss from DeGottis</i>
	Flower basket watering	\$ 18,000	<i>assumes 75% of 2018 cost, Probation Services</i>
	Art/photos in windows	\$ 5,000	
	Marketing		
	Holiday lighting & Twinklefest	\$ 14,000	
	Event sponsorships	\$ 7,000	
	Parking	\$ -	
	Business Training	\$ -	
	Administration	\$ 2,300	<i>e.g., annual member dinner, survey monkey, misc.</i>
	Contingency	\$ 1,500	
	TOTAL BUDGET	\$ 100,000	



PBIA 5-Year Strategic Plan | 2016-2020



PBIA Mission

Five Program Areas:

1. Parking
2. Clean & Safe Initiatives
3. Beautification
4. Communications
5. Marketing

The mission of the Parking & Business Improvement Area (PBIA) is to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners through its five program areas listed in the left column.

Through these five programs the PBIA envisions a Downtown that is:

- Clean & Safe
- A vibrant and welcoming community where visitors, residents and businesses can thrive together
- Working with its partners to ensure excellent services and outcomes as not only Olympia's Downtown but the Downtown for the entire region

The PBIA and its independently elected board are uniquely positioned to bridge the gap between the private business interests in Downtown and the City of Olympia. Through this plan, the PBIA seeks to enhance its relationship with the City and to provide a clearer framework for long-term investment in Downtown.

Over the past five years the PBIA rate payers have funded well over \$500,000 in revenue that has been invested directly in Downtown. The PBIA and its elected board are responsible for developing an annual budget recommendation for the Olympia City Council. It is the objective of this plan to provide policy direction for considering how to direct future investment of these funds in Downtown.

The Strategic Plan highlights the four committees that address the five program areas, consistent with the original ordinance authorizing the creation of the PBIA.

Marketing Committee



Program Areas Focus:

- Marketing
- Beautification
- Communications

Lead Commercial Marketing Program:

- Determine best methods for marketing, e.g. social media, website options, flyers distributed by Downtown Ambassadors
- Market to general public and businesses to educate and promote events and activities supported by PBIA
- Consider more special events (big and small), coordinate with VCB regarding branding project to ensure Downtown is represented
- Partner with other Downtown Groups on events and sponsorships
- Maintain an inventory of Downtown vacancies and connect with small business owners to infill Downtown retail spaces
- Work with Property Owners to support the marketing of their properties

Lead Downtown Beautification Program:

- Continue hanging flower baskets, perhaps with goal for additional baskets and native perennial baskets
- Educate and promote role of Downtown beautification, i.e. beautification is for all of the people who come to Downtown, as well as (or not just) for businesses
- Add more benches, maintain and repair current benches and add more art and interactive areas to Downtown. Consider opportunities for use of empty spaces for interesting events. Establish an "Equipment Library" for businesses to check out major supplies, e.g. power washers, paint supplies, ladders, etc.

Goals:

- Revamp Website – Coordination with Leadership Team, staff and Communications Committee. Options for website will need further discussion
- Add and outdoor event to encourage more visits and activities Downtown
- Send welcome packet/postcard to new businesses

Clean & Safe Committee



Program Areas Focus:

- Clean & Safe Initiatives

- Lead efforts to create a safe & welcoming Downtown environment making sure our region and our media sources notice the difference
- Coordinate with City staff & other stakeholders to stay informed of new programs and services for homeless & street dependent people
- Encourage regular meetings with bar owners to address downtown nightlife issues
- Work closely with City staff to expand the number and hours of operation for downtown restrooms
- Consider ways to encourage individual businesses to maintain clean, attractive store fronts
- Continue to monitor and support improvements to enhance the Artesian Commons park
- Assess alleys for potential improvements to expand public use and evaluate for potential commercial use

Goals:

- Coordinate with Police and other City staff to reinstate reporting of nuisance crime data
- Support the expansion of dedicated night and weekend walking patrol to include year-round services
- Expand Ambassador Program services into the entire PBIA area and advocate for expanded clean team services

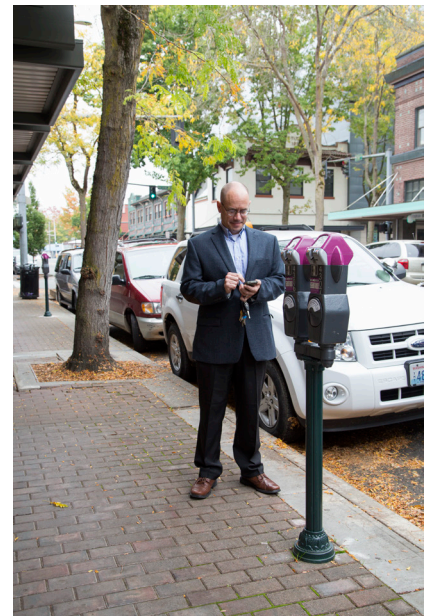


Parking Committee



Program Areas Focus:

- Parking
- Lead 'Parking Program
 - "Establish pro-active presence on parking issues"
 - "Put the P back into Parking – PBIA
 - Meet with city staff to stay apprised of programs and issues
 - Actively engage in Parking Strategy projects
 - Develop stronger collaboration/coordination with business community on parking issues
 - Establish 'Good Neighbor Program' to educate business owners about parking, to inform about available parking lots and parking zones, address issues such as designated employee parking vs. customer parking (impacts to adjacent businesses)
 - Coordinate with public and private arts venues to inform/identify locations for event parking. Communicate with private parking lot owners to encourage use of parking lots on evenings and weekends
 - Explore the use of a smart phone App such as an 'Oly Parking App' to show where to park Downtown
 - Gear up - prepared and pro-active about future parking challenges as businesses grow and more residents move into Downtown
 - Support development investment that addresses parking facility solutions and possible public/private partnerships



Communications Committee



Program Areas Focus:

- Communications

- Support independent businesses
- Educate ratepayers about who PBIA is and what PBIA does. Keep businesses informed of activities that are created, funded and implemented by PBIA

Goals:

- Continually update list of PBIA ratepayers
- Conduct two PBIA surveys per year
- Send a periodic newsletters to rate payers
- Develop and distribute Welcome Packet for new businesses
- Establish social media outreach, provide timely and consistent information to ratepayers through our partners at the Downtown Ambassador Program
- Proactively encourage ratepayers to be involved in Downtown projects or activities.
- Maintain PBIA Website
- Reach out to communication partners for successful outreach to the Downtown core
- Educate rate payers about the myriad of resources to enhance, support and grow their businesses
- Joint communication and marketing efforts with ODA, EDC, Thurston Chamber, VCB: "Downtown is a mix of independent businesses! We invite you to the Downtown experience."



Organizational Goals



As the PBIA Continues its mission of serving the 400+ Downtown Businesses of Downtown Olympia, we want to make sure that we are meeting the performance measures we have set for ourselves. Moving forward, the following goals will help guide our focus and direction.

Promote Organizational Sustainability

Establishing the new Communications Committee is a concrete step toward improving outreach, education and relationships with PBIA ratepayers. Informing ratepayers of PBIA events and activities, and providing ongoing timely communication has the potential to attract new members to participate on PBIA committees., recruitment and encouragement to actively participate in the PBIA

Coordination with Community partners is essential to the success of the PBIA. The amount of coordination with outside entities may vary annually depending upon the PBIA Strategic Plan and Committee work plans. When the PBIA conducts annual retreats to determine priorities and work plans, partnerships may be updated at that time to reflect new issues and projects



Mark Rentfrow

Downtown Liaison, City of Olympia
mrentfro@ci.olympia.wa.us



PBIA Advisory Board

Round Table Discussion

Agenda Date: 1/9/2019
Agenda Item Number: 8.A
File Number: 19-0021

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

Title

Round Table Discussion

Report

Issue:

Board discussion of downtown issues

Staff Contact:

Max DeJarnatt, Senior Program Assistant, Community Planning & Development, 360.570.3723

Presenter(s):

N/A

Background and Analysis:

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

