



# Meeting Agenda

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Max DeJarnatt  
360.570.3723

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**Wednesday, April 3, 2019**

**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** [19-0320](#) Approval of March 6, 2019 PBIA Advisory Board Meeting Minutes

**Attachments:** [PBIA Meeting Draft Minutes 03062019](#)

**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** [19-0321](#) Holiday Lighting Scoping

**6.B** [19-0333](#) Discussion of 2019 Event Sponsorships

**Attachments:** [PBIA Sponsorship Request](#)

**6.C** [19-0334](#) PBIA Quarterly Survey

**Attachments:** [Survey Summary with Comments](#)

**6.D** [19-0145](#) Briefing on PBIA Ordinance and Bylaws

**Attachments:** [Ordinance](#)  
[Bylaws](#)

**7. REPORTS****8. OTHER TOPICS****8.A**     [19-0021](#)     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.*



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

## **PBIA Advisory Board**

### **Approval of March 6, 2019 PBIA Advisory Board Meeting Minutes**

**Agenda Date:** 4/3/2019  
**Agenda Item Number:** 3.A  
**File Number:** 19-0320

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

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**Title**

Approval of March 6, 2019 PBIA Advisory Board Meeting Minutes



# Meeting Minutes

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Max DeJarnatt  
360.570.3723

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**Wednesday, March 6, 2019**

**6:00 PM**

**Council Chambers**

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**1. CALL TO ORDER**

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

**1.A ROLL CALL**

**Present:** 7 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Lyndsay Galariada, Boardmember David Rauh and Boardmember Jeremy Williamson

**Excused:** 1 - Boardmember Nathan Rocker

**Absent:** 1 - Boardmember Jeffrey Trinin

**OTHERS PRESENT**

The Bridge Music Project:  
Executive Director Bobby Williams

City of Olympia Staff:  
Senior Program Assistant Max DeJarnatt  
Program and Planning Supervisor Amy Buckler  
Councilmember Lisa Parshley

**2. APPROVAL OF AGENDA**

**The agenda was approved.**

**3. APPROVAL OF MINUTES**

**3.A [19-0229](#) Approval of February 6, 2019 PBIA Advisory Board Meeting Minutes**

Roll call was amended to show Boardmember Jacob as excused rather than present

**The minutes were approved as amended.**

**4. PUBLIC COMMENT - None**

**5. ANNOUNCEMENTS**

Mr. DeJarnatt provided information about the Downtown Smartlot.

## 6. BUSINESS ITEMS

### 6.A [19-0230](#) Discuss 2019 Event Sponsorships

Mr. Williams gave a presentation on the Bridge Summer Concert Series.

**Boardmember Rauh moved, seconded by Boardmember Dean, to fund the Bridge Summer Concert Series. The motion carried by unanimous vote.**

### 6.B [19-0134](#) Decision about 2019 Work Plan Priorities

The Board discussed the 2019 PBIA work Plan.

**Boardmember David moved, seconded by Boardmember Rauh, to approve the 2019 PBIA Work Plan with the addition of benches and mural Title Description 1C.2, Public Art Investments. The motion carried by unanimous vote.**

### 6.C [19-0021](#) Round Table Discussion

**The discussion was continued to the 4/3/2019 PBIA Advisory Board Meeting.**

### 6.D [19-0144](#) Briefing on the Homeless Response Plan Process

Ms. Buckler provided a briefing on the Homeless Response Plan.

**The report was received.**

### 6.E [19-0145](#) Briefing on PBIA Ordinance and Bylaws

Ms. Buckler provided a briefing on PBIA ordinance and bylaws.

**The report was discussed and continued.to the PBIA Advisory Board due back on 4/3/2019.**

## 7. REPORTS - None

## 8. OTHER TOPICS - None

## 9. ADJOURNMENT

The meeting was adjourned at 8:10 p.m.



## PBIA Advisory Board

### Holiday Lighting Scoping

**Agenda Date:** 4/3/2019  
**Agenda Item Number:** 6.A  
**File Number:** 19-0321

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

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**Title**

Holiday Lighting Scoping

**Recommended Action**

Information only. No action requested.

**Report**

**Issue:**

Discussion on 2019 holiday lighting scope of work.

**Staff Contact:**

Mark Rentfrow, Downtown Business Liaison, Community Planning & Development, 360.753.3798

**Presenter(s):**

Mark Rentfrow, Downtown Business Liaison  
Kevin Krall, Traffic Operations Supervisor

**Background and Analysis:**

The PBIA has budgeted \$14,000 for 2019 holiday lighting projects and Twinklefest. In 2018 the PBIA spent just over \$3,800 on holiday lighting and Twinklefest. The extent of last year's lighting was LED snowflakes hung throughout the Downtown core. The PBIA is interested in growing the program and has requested that a representative from Public Works explain what can and cannot be lit.

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

Downtown retailers benefit from a festive, illuminated shopping environment. Downtown visitors feel safer with well-lit streets in the darkest part of the year.

**Attachments:**

n/a



## PBIA Advisory Board

### Discussion of 2019 Event Sponsorships

**Agenda Date:** 4/3/2019  
**Agenda Item Number:** 6.B  
**File Number:** 19-0333

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

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**Title**

Discussion of 2019 Event Sponsorships

**Recommended Action**

Move to sponsor the 2019 Capital City Pride Festival & Parade

**Report**

**Issue:**

Whether to sponsor the 2019 Capital City Pride Festival & Parade with \$500 of PBIA's budgeted Event Sponsorship

**Staff Contact:**

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

**Presenter(s):**

Max DeJarnatt, PBIA City Liaison

**Background and Analysis:**

The PBIA's 2019 budget allots \$7000 to Event Sponsorships. At the March meeting, the Board voted to sponsor the Bridge Music Project's 2019 summer concert series for \$2000, leaving \$5000 for remaining event sponsorships in 2019. In 2018 the PBIA sponsored Capital City Pride with \$500. Capital City Pride has renewed their request for \$500 for the 2019 festival.

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

N/A

**Options:**

1. Move to approve the sponsorship request
2. Do not approve the sponsorship request at this time

**Financial Impact:**

The PBIA has allocated \$7000 for event sponsorships in 2019

**Attachments:**

Pride Sponsorship Request (pdf)







March 26, 2019

Olympia PBIA Committee  
C/O Max DeJarnatt  
Olympia City Hall  
601 4<sup>th</sup> Avenue East  
Olympia, WA 98501

**RE: Business Sponsorship Request - Pride Festival & Parade, Sunday June 23, 2019**

Dear Olympia PBIA Committee,

I am writing on behalf of Capital City Pride to request your sponsorship for the upcoming 2019 Pride Festival and Parade. We are asking local businesses to sponsor our festival - - **AND** - - help to encourage Pride Festival participants to support our local businesses. Please consider a sponsorship at the following level:

- **\$500 Pride Sponsorship:** Offers a name listing & address in our Pride Guide, a Rainbow & Trans flag to hang in your business, a banner placement at our festival grounds at Heritage Park (business must provide the banner), and a scrolling sponsor ad on our website.

Pride Day has grown since 1991 to become one of the most vibrant community festivals in the Thurston County area. We now draw nearly 15,000 people into downtown Olympia for a series of events that truly brings together all parts of the community: gay, lesbian, bisexual, transgendered and straight people from around the Pacific Northwest. Your sponsorship will help make this festival even better!

In short, your sponsorship gives you broad exposure during the watershed LGBTQ event of the year. If you have any questions please contact me as listed below, or please visit the Capital City Pride website at [www.capitalcitypride.net](http://www.capitalcitypride.net).

We hope to once again have your support to make this the best small town Pride in the NW!

Sincere regards,

**Gina Thompson**  
Capital City Pride, Co-Chair

[REDACTED]  
[REDACTED]



## PBIA Advisory Board

### PBIA Quarterly Survey

**Agenda Date:** 4/3/2019  
**Agenda Item Number:** 6.C  
**File Number:** 19-0334

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

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**Title**

PBIA Quarterly Survey

**Recommended Action**

Information only. No action requested.

**Report**

**Issue:**

Discussion on the results of the quarterly PBIA survey

**Staff Contact:**

Max DeJarnatt, Senior Program Specialist, Community Planning and Development, 360.570.3723

**Presenter(s):**

Max DeJarnatt

**Background and Analysis:**

The PBIA sends brief, quarterly surveys to its ratepayers to gain insight about the health of the downtown economy. The survey results are reviewed by the PBIA board and City Council members. This survey is the first of the year. Its intent was to learn about ways ratepayers are connected to the City's communication streams, and how useful they find the information provided. 65 ratepayers responded to this survey.

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

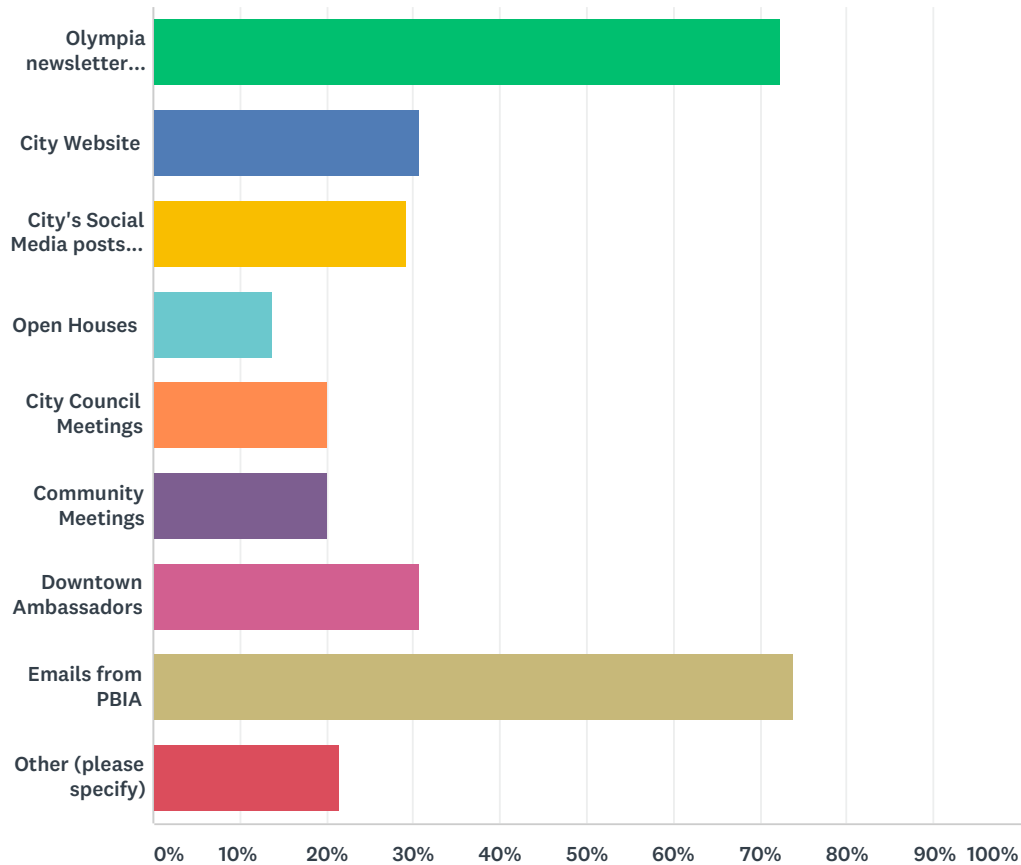
N/A

**Attachments:**

Survey Summary with Comments (pdf)

## Q1 Please select all the ways you receive information directly from the City

Answered: 65 Skipped: 0



ANSWER CHOICES		RESPONSES	
Olympia newsletter email subscriptions (Homeless Response, Sea-level rise, etc)		72.31%	47
City Website		30.77%	20
City's Social Media posts including Facebook and Twitter		29.23%	19
Open Houses		13.85%	9
City Council Meetings		20.00%	13
Community Meetings		20.00%	13
Downtown Ambassadors		30.77%	20
Emails from PBIA		73.85%	48
Other (please specify)		21.54%	14
Total Respondents: 65			

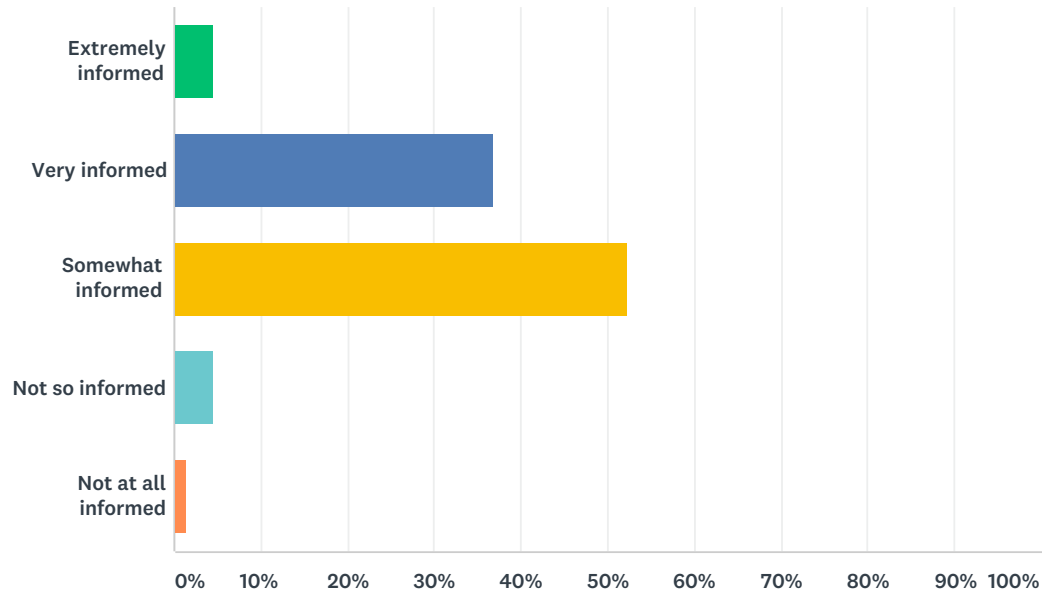
#	OTHER (PLEASE SPECIFY)	DATE
1	Olympian newspaper	3/22/2019 4:51 PM

## City Programs Communication

2	.	3/22/2019 2:55 PM
3	PBIA bill	3/20/2019 12:47 PM
4	Police	3/19/2019 10:03 PM
5	Through the ODA	3/19/2019 7:32 PM
6	Facebook downtown business owners	3/17/2019 3:31 PM
7	face to face	3/15/2019 2:48 PM
8	ODA and Downton Business Owners Facebook page	3/14/2019 2:15 PM
9	word of mouth/social media about an issue or meeting to track	3/13/2019 11:07 AM
10	ODA	3/13/2019 9:19 AM
11	ODA	3/12/2019 10:22 PM
12	ODA	3/12/2019 3:39 PM
13	Through Work	3/1/2019 12:11 PM
14	next door ap	2/27/2019 6:39 PM

## Q2 Please indicate how informed you feel about the City's response programs (e.g. homeless response, winter storm response)

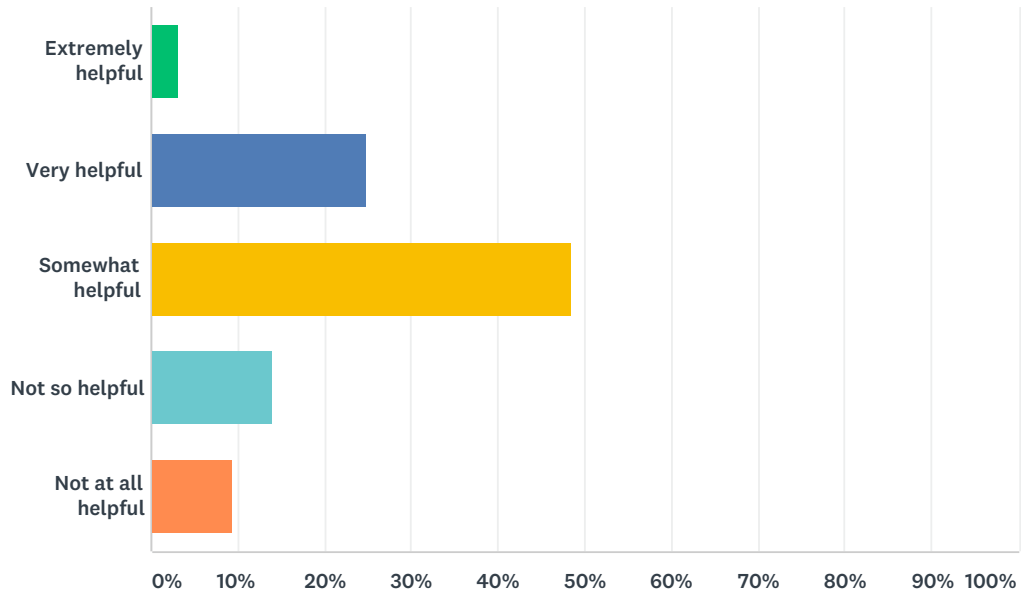
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely informed	4.62%	3
Very informed	36.92%	24
Somewhat informed	52.31%	34
Not so informed	4.62%	3
Not at all informed	1.54%	1
TOTAL		65

### Q3 How helpful is the City's communication when addressing concerns of your business's customers or employees?

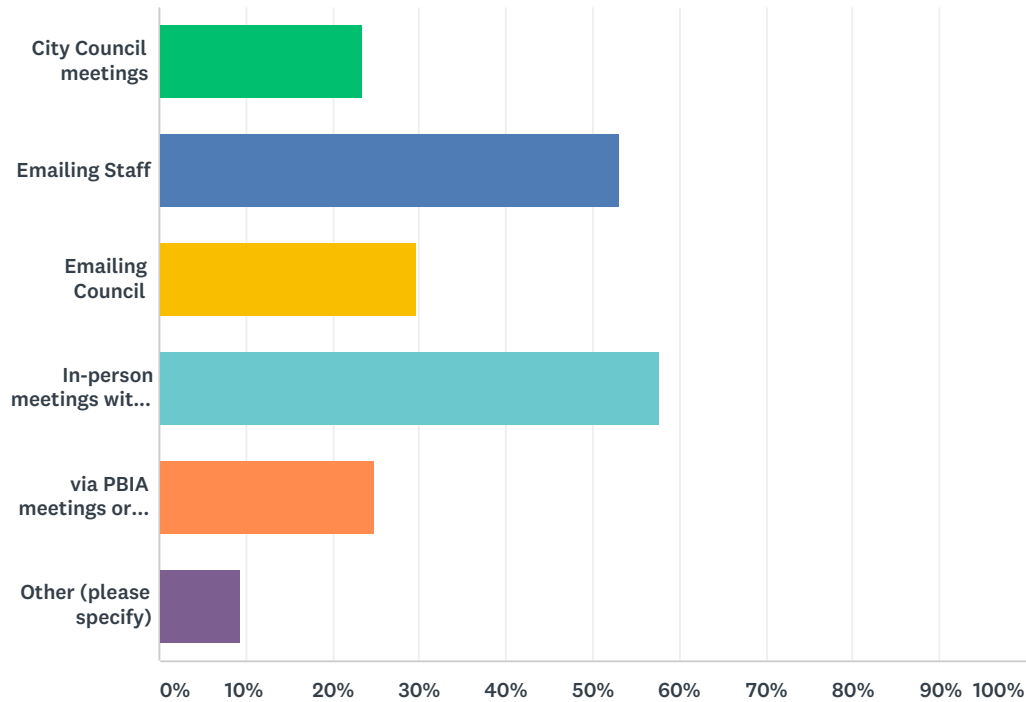
Answered: 64 Skipped: 1



ANSWER CHOICES	RESPONSES	
Extremely helpful	3.13%	2
Very helpful	25.00%	16
Somewhat helpful	48.44%	31
Not so helpful	14.06%	9
Not at all helpful	9.38%	6
TOTAL		64

## Q4 Which channels do you use when providing the city with feedback?

Answered: 64 Skipped: 1



ANSWER CHOICES	RESPONSES	
City Council meetings	23.44%	15
Emailing Staff	53.13%	34
Emailing Council	29.69%	19
In-person meetings with city employees including Downtown Ambassadors, Downtown Liaison, and other city employees	57.81%	37
via PBIA meetings or board members	25.00%	16
Other (please specify)	9.38%	6
Total Respondents: 64		

#	OTHER (PLEASE SPECIFY)	DATE
1	non-emergency police department number	3/20/2019 12:47 PM
2	Surveys	3/19/2019 7:32 PM
3	Downtown Ambassadors and Mark Rentrow are outstanding. They ARE helpful and I'm beyond thankful for them specifically	3/15/2019 2:48 PM
4	meeting in person with city staff/councilmembers, phone messages, texting	3/13/2019 11:07 AM
5	ODA	3/13/2019 9:19 AM
6	Work Related	3/1/2019 12:11 PM

## Q5 Is there anything else you would like us to be aware of?

Answered: 21   Skipped: 44

#	RESPONSES	DATE
1	How about a survey of PBIA fees, services, and methods of voice.	3/25/2019 6:42 AM
2	I would like participation in the PBIA to be voluntary.	3/22/2019 2:55 PM
3	Taking business into consideration, the city does very little to reach out to business on any issue. We run businesses that pay the city-we shouldn't have to reach out in council meetings, phone calls, e-mails!	3/20/2019 12:47 PM
4	I applaud your efforts to clean up the encampments and understand the philosophy you are working towards. However, clearing out the encampment has disbursed the majority of these individuals back onto the streets to sleep in doorways and sidewalks. Could you communicate the plan to rectify this? Thank you	3/19/2019 7:32 PM
5	Do you have a vibrant downtown, we need people living in the downtown area. Housing for a mixed incomes, upper and lower.	3/19/2019 5:49 PM
6	I think you should make sure that all council members, and PBIA watch this documentary, if they haven't already!!! I think something new needs to happen regarding our homeless/drug addict situation in downtown Olympia. <a href="https://komonews.com/news/local/komo-news-special-seattle-is-dying">https://komonews.com/news/local/komo-news-special-seattle-is-dying</a>	3/19/2019 5:42 PM
7	I spend an inordinate amount of time discussing with customers what the city is doing, or not doing about about downtown issues. The biggest downside to having a business located downtown is the amount of time you must spend talking with your customers about it.	3/14/2019 3:43 PM
8	Although there have been some slight improvements downtown Many of us feel the Community Care Center needs to change locations. It continues to be a Draw for bad behavior, drug dealing. I don't see any police walking patrols or the planned mobile mental health response team. There are more promises and expectations than results.	3/14/2019 2:15 PM
9	nope	3/14/2019 1:24 PM
10	The City's website has improved significantly however I still struggle to find reports, activities and updates on the website	3/14/2019 1:06 PM
11	I ALWAYS think every survey should include demographics. It's important to know who has the time and interest to answer when weighing results. I hesitate to use results without demographics because you don't know whose interests/priorities you are looking at. One of my biggest general concerns with city services, programs, communication and availability right now are the different needs of daytime and nighttime downtown. Accessible services offered evenings and weekends have a big impact on the clean/welcoming nature of downtown. As well, meeting times in the evening, leaves out nighttime businesses because that's when they are working so they contribute little feedback. Anytime we can better coordinate and get in front of situations that lead to negative perceptions will prevent those experiences from rippling out and impacting if someone will choose this neighborhood again for shopping, dining or entertainment.	3/13/2019 11:07 AM
12	The PBIA is a sham. We were promised a parking garage. Oh! Lets talk green machine. What ever became of that waste of money?	3/13/2019 10:34 AM
13	City council is remarkably tone-deaf to the concerns of downtown business owners and visitors. Decisions they have made in the past year relating to homeless response has created a mecca for transients and turned our lovely downtown into an ugly and scary place to visit. They have violated the public trust, squandered the home fund, and should be ashamed.	3/13/2019 9:19 AM
14	We see your efforts. Thank you.	3/13/2019 8:49 AM
15	There is so little info from PBIA, it's like they dont exist.	3/12/2019 10:22 PM
16	In 2018 the City proposed an increase in parking fees for residents of Downtown. In my location it would go from current fee of \$10/year to \$20 per month. I submitted a letter to the City.. Would like to know what status and have time to have input.	3/12/2019 5:02 PM



## City Programs Communication

17	Thank you for clearing the unsanctioned camping sites!	3/12/2019 4:37 PM
18	Maybe the PBIA should dissolve. I'm not sure it's useful.	3/12/2019 4:24 PM
19	This is not a complaint, just an observation: The only challenge with city communications is that it always has to be "official". For example, there was no special notice to business owners about the finance committee having an agenda item on a minimum wage; that "hey, look at this" notice came from other organizations. In this way, the city alone does not / can not be the definitive information source for everyone. We need our community organization as well and these work complementary with city communications.	3/12/2019 4:24 PM
20	I receive a LOT of information from the City but still can't say that I feel well informed. How helpful it would be to have a public information officer to be able to send questions to.	3/12/2019 4:20 PM
21	No.	3/12/2019 3:56 PM



## PBIA Advisory Board

### Briefing on PBIA Ordinance and Bylaws

**Agenda Date:** 4/3/2019  
**Agenda Item Number:** 6.D  
**File Number:** 19-0145

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

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**Title**

Briefing on PBIA Ordinance and Bylaws

**Report**

**Issue:**

Discussion to establish a scope of potential changes to the PBIA Ordinance and Bylaws

**Staff Contact:**

Amy Buckler, Downtown Programs Manager, 360.570.5847

**Presenter(s):**

Max DeJarnatt

**Background and Analysis:**

The PBIA's 2018 Work Plan includes the following two actions:

**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

**Staff suggested scope of changes:**

- **Program descriptions:** Review, simplify
- **Levy:** Simplify, review rates
  - Would less variables make assessments easier to implement?
  - Assess businesses or property owners?
  - What do other cities do?
- **Board make-up:**
  - 15 board members - difficult to sustain
  - Owner/employee board members
- **Provisions for communication with non-English speaking ratepayers**
- **Commencement of assessments:** Review

## **2.2 Review & update PBIA Bylaws**

**PBIA Role:** Scope, consider and adopt potential changes to PBIA bylaws

**Deliverable:** Updated bylaws

**Staff suggested scope of changes:**

- **Office of record** (Article 3)
  - Remove this provision
- **Management** (Article 8)
  - Consider changing provision that Board membership be proportional to number of businesses in each zone
- **Elections** (Article 10)
  - Remove Ballots mailed - difficult to implement
  - Remove Chair and Vice Chair elected at annual meeting
  - Remove Officers elected by secret ballot
- **Meetings** (Article 12)
  - Remove specific dates: Annual ratepayer meeting held in June. Annual Board meeting in January. Nomination committee form in September
  - Notice of member meetings delivered by mail
  - Ratepayer quorum and action
- **Update for consistency with any changes to ordinance**

Staff will provide an overview of suggested changes, and then open for discussion of other ideas. The aim is to provide a scope of changes to the Council's General Government Committee in May.

Ultimately, the City Council has the authority to make changes to the ordinance, and the PBIA Board has the authority to make changes to its bylaws.

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

N/A

**Options:**

Briefing and discussion only.

**Financial Impact:**

Included in CP&D's base budget.

**Attachments:**

[Link to Ordinance](#)

[Link to Bylaws](#)



## PBIA Advisory Board

### Round Table Discussion

**Agenda Date:** 4/3/2019  
**Agenda Item Number:** 8.A  
**File Number:** 19-0021

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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:**

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

