



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, July 3, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

[19-0624](#) Approval of June 5, 2019 PBIA Advisory Board Meeting Minutes

Attachments: [Meeting Minutes 060519](#)

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

[19-0619](#) Olympia Dragon Mural Project

Attachments: [Olympia Dragon Mural Project Overview](#)

[19-0610](#) Formalizing Event Sponsorship Process

Attachments: [PBIA Draft Sponsorship Request](#)

[19-0608](#) Annual Meeting Planning Discussion

7. REPORTS

8. OTHER TOPICS

[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 June 5, 2019 PBIA Advisory Board Meeting Minutes

Agenda Date: 7/3/2019
Agenda Item Number:
File Number: 19-0624

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

Title

Approval of June 5, 2019 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, June 5, 2019

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: 8 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Lyndsay Galariada, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Jeremy Williamson

Absent: 1 - Boardmember Jeffrey Trinin

1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:

Senior Program Specialist Max DeJarnatt

Olympia Police Department staff:

Outreach Services Coordinator Anne Larsen

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [19-0502](#) Approval of May 1, 2019 PBIA Advisory Board Meeting Minutes

The minutes were approved.

3.B [19-0504](#) Approval of May 7, 2019 PBIA Advisory Board Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Mr. DeJarnatt made announcements.

6. BUSINESS ITEMS

6.A [19-0495](#) Crisis Response Unit and Familiar Faces Program Rollout

Ms. Larsen discussed the Familiar Faces program and the Crisis Response Unit program and provided handouts.

The discussion was completed.

6.B [19-0498](#) Event Sponsorship Structure

Mr. DeJarnatt discussed a structured plan to formalize the event sponsorship process and provided a handout.

The discussion was completed.

6.C [19-0500](#) Olympia Downtown Alliance Marketing Update

Boardmembers discussed communication strategies for Downtown businesses.

6.D [19-0499](#) Discussion about the PBIA's Annual Ratepayer Meeting and Survey

Boardmembers discussed dates and locations for the Annual Ratepayer Meeting and Survey and tabled the discussion until the next meeting.

The discussion was tabled.

7. REPORTS

Chair Ruse reported on outside meetings attended.

8. OTHER TOPICS

Boardmembers discussed the possibility of developing a marketing campaign to draw patrons Downtown and asked Mr. DeJarnatt to check on the date of the boards banner reservation.

8.A [19-0021](#) Round Table Discussion

Boardmembers discussed the July meeting date and the last Special Meeting attended.

9. ADJOURNMENT

The meeting adjourned at 8:09 p.m.



PBIA Advisory Board

Olympia Dragon Mural Project

Agenda Date: 7/3/2019
Agenda Item Number:
File Number: 19-0619

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

Title

Olympia Dragon Mural Project

Recommended Action

Move to sponsor Olympia Dragon Mural Project with \$1000 of Streetscape Beautification budget

Report

Issue:

Whether to use Streetscape Beautification budget to co-sponsor the Olympia Dragon Mural Project

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Background and Analysis:

PBIA is being asked by the Olympia Dragon Mural Committee to sponsor the Olympia Dragon Mural Project located on the west wall of Hannah's Bar and Grill. The project's mission "is intended to commemorate and recognize the cultural and community contributions of early Chinese-Americans in the capital city of Washington state." The mural is designed by Mymy Nguyen and will be installed by Ira Coyne. The total budget for the project is \$10,000 and will include funds to protect and maintain the artwork for three years. The Olympia Downtown Alliance will serve as the fiscal agent for the project. The project is scheduled to be completed by the end of July.

Neighborhood/Community Interests (if known):

Olympia's Chinese immigrant heritage is often overlooked and this project will help preserve and celebrate the history of this community.

Options:

1. Choose to sponsor the project with \$1000 of the Streetscape Beautification budget
2. Choose not to sponsor the project with \$1000 of the Streetscape Beautification budget

Financial Impact:

The PBIA Board allocated \$5000 for "Art/photos in windows".

Attachments:

Olympia Dragon Mural Project Overview

**OLYMPIA DRAGON MURAL
PROJECT OVERVIEW**



#OlympiaDragonMural

MISSION

The Olympia Dragon Mural Project is intended to commemorate and recognize the cultural and community contributions of early Chinese-Americans in the capital city of Washington State.

CHINESE HISTORICAL BACKGROUND

Significance to Olympia and Mural Location

Drawn by opportunity and a better life, the first Chinese pioneers arrived in Olympia soon after the first settlers started coming in the 1840s. Those early Chinese pioneers worked as contract laborers, built bridges, graded downtown streets, worked in lumber camps, and harvested shellfish. Later, many Chinese became cooks and house servants, operated hand laundries, or cultivated and delivered vegetables door to door. Available records show the earliest Chinatown was located a half of a block west of Capitol Way on Fourth Avenue, although some Chinese-owned businesses were located near the intersection of State Avenue and Washington Street. The core of Olympia's Chinatown consisted of several structures, including hand laundries, mercantile, grocery stores, and restaurants in the surrounding area. Over the years, the Chinese-American population grew and enjoyed being part of the downtown business community.

Following the passing of the Chinese Exclusion Act in 1882, a period known as The Driving Out era was born. In this period, anti-Chinese mobs physically forced Chinese communities out including in

Tacoma, Seattle, and Bellingham. Many were killed, a dark side of Washington State history that is rarely told. During this volatile period on February 8, 1886, Olympia was spared the fate that other nearby cities faced. On this day, anti-Chinese agitators converged at Chinese-owned dwellings and businesses on Fourth Avenue wanting to emulate nearby cities by forcibly removing their residents. Instead of disaster, Sheriff William Billings deputized many prominent Olympia residents who arrested the leaders of the proposed riot who were later tried and convicted of conspiracy. They were fined and sentenced to prison at McNeil Island.

Olympia historically has had a reputation for being a city of progressive and open beliefs and intolerance of those who wish to act negatively against those who wish to call Olympia home. The dragon has been a symbol in Chinese mythology that represents power, strength, and good luck. These traits are those that represent the thousands of Chinese-American pioneers who helped build Olympia and make it the city we are proud of today. ■

ABOUT THE ARTIST

The mural is designed by Mymy Nguyen. Currently a student at The Evergreen State College and completing her BA degree in public policy, Mymy will be attending law school at UCLA in the fall of 2019. Having grown up in Olympia, Mymy draws inspiration from the stories, experiences, and history of the early Chinese-Americans that helped to establish Olympia.

ARTIST STATEMENT

Mymy Nguyen

The dragon is a symbol of strength, ordinarily depicted in great detail – scales, skin, features, expression; a sense of intention and motion.

But in this dragon, we see only a silhouette – a ghost of the past strength, intention and motion of Chinese immigrants who left their homes, crossed the widest ocean, and came to Olympia for a better life.

This is where they built a community. This is where they built laundries to wash other people's clothes, gardens and restaurants to feed them, and bars where all could relax at the end of a long day.

That was the immigrant experience brought to Olympia in the 19th century, not by white settlers, but by people who spoke a different language, had a different history, and had different eyes, skin and hair.

As a new immigrant, I hear the echo of their experiences; I feel it in my bones. I share their gratitude for finding a home here. Like them, I have been welcomed by some, but felt the sting of prejudice and rejection by others. I share their sorrow for the displacement of the community that thrived here starting in the 1880s and was dispersed in the late 1920s.

What surrounds the incorporeal dragon are layers of meaning – of complicated lives, of the struggle and survival of people who persisted, survived, and left descendants in our midst.

This mural is a tribute to them; a remembrance that mourns the absence of their lost community here, and honors their bravery. ■



DONOR RECOGNITION

A dedication plaque will accompany the mural to recognize major donors and the historic significance of the area and people.

"The Olympia Dragon Mural commemorates the cultural, business and community contributions of early Chinese-American pioneers in the South Puget Sound region. The dragon represents power, strength, and good fortune in Chinese mythology and is representative of the many Chinese pioneers who endured hardship and adversity to build a better life in Olympia."



Proposed Dragon Mural Design – Artist Mymy Nguyen



West facing wall of Hannah's Bar & Grille



Proposed mural application

MURAL PROJECT DESCRIPTION

The Olympia Dragon Mural Committee

- Manage a related MOU agreement with the artist
- Raise funds for the mural project
- Review and approve a proposed budget for all related Olympia Dragon Mural activities
- Review and approve summaries of all funds and donations in a timely fashion in a manner conducive to documentation (i.e. check or electronic transfer)
- Receive and review reports on mural progress in a timely fashion
- Notify the fiscal agent of all media inquiries for commentary and representation of the fiscal agent
- Ensure a safe, orderly mural project that is completed on time and on budget

GENERAL TERMS

Mural Location

The mural will be painted at the corner of 5th Avenue and Columbia Street in downtown Olympia. The mural will be located on the west-facing wall of the real property located at 123 5th Avenue, Olympia, WA 98501. The mural will be approximately 36 feet wide and 9 feet tall. Site control was acquired in June 2019.

Mural Duration

The mural is expected to be installed and maintained for a minimum of three years.

Project Timeline

Initial design and planning started in April 2019. The installation of the mural shall be completed no later than the end of July 2019.

Project Costs

The planned budget for the installation and ongoing maintenance of the mural is \$10,000. Costs include site preparation, paint, protective coating, other materials, safety equipment, installation equipment, cleanup materials, dedication signage, and a small artist stipend.

Project Support and Management

The Olympia Dragon Mural Committee is raising funds to cover all costs associated with the mural. The Committee will help coordinate volunteers and provide general support for the artist and artist's assistants during the installation of the mural. The Committee will provide assistance in a manner that does not create a negative impact to the property owner or nearby businesses. The Committee also agrees to work with the Olympia Downtown Alliance to maintain the mural in the future.

Project Finances

The Olympia Downtown Alliance (ODA) will serve as the fiscal agent for the project. The ODA is a 501 (c)(3) organization and is located at 116 5th Ave SE, Olympia, WA 98501. They can be reached at (360) 357-8948 and their mailing address is 120 State Ave NE, P.M.B. #1031 Olympia, WA 98501-8212

Dedication Ceremony

A community dedication ceremony will occur in August 2019. All donors and will be recognized as part of the dedication ceremony and program.

Dedication Statement

The dedication statement shall read, "The Olympia Dragon Mural commemorates the cultural, business, and community contributions of early Chinese-American pioneers in the South Puget Sound region. The dragon represents power, strength, and good fortune in Chinese mythology and is representative of the many Chinese pioneers who endured hardship and adversity to build a better life in Olympia."

Major Donors

Major donors will be formally recognized as part of the dedication statement contained within the mural. Major donors shall be those individuals or organizations that make a financial contribution \$1,000 or greater.

Donations:

Financial donations are being accepted by the Olympia Dragon Mural Committee. Checks should be made out to: ODA – Olympia Dragon Mural Project. Donations are tax deductible as a charitable donation to the Olympia Downtown Alliance. Please consider making a donation to the Olympia Dragon Mural Project. ■

WHAT WILL IT COST?

The Olympia Dragon Mural Committee is seeking resources to install and maintain the mural for a minimum of three years. The estimated combined installation and maintenance budget is \$10,000.00.

HOW CAN I HELP?

The Dragon Mural Committee is seeking financial contributions for this project. Major donors will be recognized on the plaque accompanying the mural. All donors will be acknowledged at the unveiling scheduled to occur in August 2019.

Make Checks Payable to: Olympia Downtown Alliance – Dragon Mural.

The Olympia Downtown Alliance is a 501(c)3 designated non-profit organization, and all Olympia Dragon Mural contributions are tax-deductible to the extent allowed by law. The ODA Tax ID number is: 91-1460653

THE OLYMPIA DRAGON MURAL COMMITTEE

The Olympia Dragon Mural Project is managed by an ad hoc committee that is composed of local business people. Primary contacts are listed below:

Mymy Nguyen	mymylynn@me.com	Artist
Anna Schlecht	annaschlecht@gmail.com	Overall Coordination, Paint Lead
Brian Lock	brian_lock@comcast.net	Historical Research
Jessica Bieber	jessica@tasolympia.com	Instagram, Site Research
Reiko Callner	jcallner@comcast.net	Dedication Planning
Lin Crowley	lincrowley@gmail.com	Dedication Planning, Coordinate Video Projects
Anthony Jepson	agj2012@gmail.com	Media Campaigning
Debbie Leung	chinesearts-oly@comcast.net	Committee Fiscal Representative
Joyce Pidone	joyce@tasolympia.com	Graphics
Sokha Meas Colbo	sokha@tasolympia.com	Fundraising, Dedication Planning
Doug Mah	doug@dougmahassociates.com	Committee Fiscal Representative

SPECIAL THANKS TO

Ira Coyne for consulting with Mymy and providing information on materials and techniques.



PBIA Advisory Board

Formalizing Event Sponsorship Process

Agenda Date: 7/3/2019
Agenda Item Number:
File Number: 19-0610

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

Title

Formalizing Event Sponsorship Process

Recommended Action

Move to adopt formalized event sponsorship application and review process

Report

Issue:

Whether to create structure for event sponsorship applications

Staff Contact:

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

Presenter(s):

Danielle Ruse, PBIA Chair

Background and Analysis:

Part of the PBIA's mission to assist in creating a vibrant, dynamic business environment is promoting downtown throughout the year. The PBIA has had a history sponsoring events like PRIDE and The Bridge Music Project. The board is looking for a process through which event organizers can apply for sponsorship funds, be evaluated and compared to other applications, and receive notice of sponsorship according to a fixed schedule, in hopes that a clearer structure will connect to a wider pool of applicants.

Neighborhood/Community Interests (if known):

n/a

Options:

1. Adopt proposed event structure and begin implementation
2. Amend proposed event structure and begin implementation
3. Continue event sponsorships without proposed structure

Financial Impact:

The board budgeted \$7,000 for event sponsorship and has committed \$2,500 so far for 2019, leaving a remaining \$4,500

Attachments:

none

PBIA Sponsorship Request

Instructions: ...

Event name: _____

Sponsoring Organization: _____

Sponsoring Organization's State UBI #: _____ ("none" if organization is unregistered)

Contact Information for this sponsorship request

Contact Name: _____

Contact phone #: _____

Contact email: _____

Event Description:

Event Description: _____

Event Location: _____

Event Date / Time: _____

How will this be marketed?: _____

Who is participating (as artists, or performers, etc.): _____

Who is the intended audience? _____

Sponsorship Request:

What's your approximate full budget for the event? (check one)

less than \$500

\$500-\$2,000

\$2,000-10,00

greater than \$10,000

The PBIA provides a limited number of sponsorships at each of three levels. Which level of sponsorship are you seeking? (check one)

Sponsorship Level A (\$1,000)

Sponsorship Level B (\$500)

Sponsorship Level C (\$250)

Would you accept a sponsorship at a lower level: Yes / No (circle one)

Further Information:

Is there anything else you would like us to see or know? (Pictures of past events, links to web sites, further event description, etc.)



PBIA Advisory Board

Annual Meeting Planning Discussion

Agenda Date: 7/3/2019
Agenda Item Number:
File Number: 19-0608

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

Title

Annual Meeting Planning Discussion

Recommended Action

Agree upon framework for Annual Meeting

Report

Issue:

How this year's annual meeting should be structured.

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Background and Analysis:

Each year the PBIA is to hold an annual meeting. The board has chosen August 7th. To move forward in planning a successful event, there a few details that must be clarified.

- Location
- Speaker/Topic
- Election of officers
- Food
- Survey

Neighborhood/Community Interests (if known):

N/A

Financial Impact:

There is \$2,300 remaining in the budget allocated to administration.

Attachments:

None



PBIA Advisory Board Round Table Discussion

Agenda Date: 5/1/2019
Agenda Item Number:
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

