



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, September 4, 2019

6:00 PM

Council Chambers

Amended

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [19-0784](#) Approval of August 7, 2019 PBIA Advisory Board Meeting Minutes

Attachments: [PBIA Meeting Minutes 080719](#)

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 [19-0785](#) Fall Downtown Marketing Campaign

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

6.C [19-0775](#) Formation of a Nomination Committee for Upcoming Elections

Attachments: [PBIA Ordinance 3.62](#)

[PBIA Bylaws](#)

6.D [19-0782](#) PBIA Pedestrian/Holiday Lighting Pilot Proposal

Attachments: [Downtown Pedestrian and Holiday Lighting Pilot Project](#)

6.E [19-0781](#) PBIA Public Art Investment Update - Mural Protection

6.F [19-0780](#) PBIA Public Art Investment Update - Art in Windows

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 August 7, 2019 PBIA Advisory Board Meeting Minutes

Agenda Date: 9/4/2019
Agenda Item Number: 3.A
File Number: 19-0784

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

Title

Approval of August 7, 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

Wednesday, August 7, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

Chair Ruse called the meeting to order at 6:03 p.m.

1.A ROLL CALL

Present: 5 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean and Boardmember Nathan Rocker

Excused: 2 - Boardmember Lyndsay Galariada and Boardmember David Rauh

Absent: 2 - Boardmember Jeffrey Trinin and Boardmember Jeremy Williamson

1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:
Senior Program Specialist Max DeJarnatt
Senior Planner Marygrace Goddu

City of Olympia Parks, Arts, and Recreation staff:
Program Specialist Angel Nava
Arts Manager Stephanie Johnson

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [19-0642](#) Approval of June 26, 2019 PBIA Advisory Committee Meeting Minutes

The minutes were approved.

3.B [19-0706](#) Approval of July 03, 2019 PBIA Advisory Board Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT

The following person spoke: Dana Scott.

5. ANNOUNCEMENTS - None**6. BUSINESS ITEMS****6.A** [19-0712](#) Arts Walk Update

Ms. Nava shared a PowerPoint presentation and provided a handout on the Recap of the Spring 2019 Arts Walk and the upcoming Fall 2019 Arts Walk.

The information was received.

6.B [19-0708](#) Report on Olympia Creative District

Ms. Goddu and Ms. Johnson shared a PowerPoint presentation and provided a handout on the City's new Creative District and the Arts, Cultures & Heritage Profile.

The information was received.

6.C [19-0703](#) TJ Potter Mural Restoration

Boardmember Barrett moved, seconded by Boardmember Rucker, to approve spending \$1683 on the restoration and preservation of the TJ Potter Mural.

The decision was unanimous.

7. REPORTS - None**8. OTHER TOPICS****8.A** [19-0021](#) Round Table Discussion

Boardmembers reviewed the Downtown Improvement District Survey responses.

9. ADJOURNMENT

The meeting adjourned at 8:05 p.m.



PBIA Advisory Board

Fall Downtown Marketing Campaign

Agenda Date: 9/4/2019
Agenda Item Number: 6.A
File Number: 19-0785

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

Title

Fall Downtown Marketing Campaign

Recommended Action

Move to request to City Council use of PBIA unspent funds up to \$20,000 for a fall marketing campaign

Report

Issue:

Whether to request unspent funds to use for a Fall Downtown marketing campaign

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Senior Program Specialist
Janis Dean, PBIA Board Member

Background and Analysis:

In 2018 the PBIA entered into a marketing contract with the Olympia Downtown Alliance with the intent to promote Downtown. Due to staffing changes at the Alliance, much of the money contract went unspent. At the PBIA's meeting last July, Janis Dean suggested that now is a good time to request the use of unspent funds to create a fall marketing campaign, welcoming back customers who may have turned their backs on Downtown in recent months.

There are two paths to the development of such a campaign, and both begin with a formal request to Council to use unspent funds for this purpose. For next steps, the board should indicate which they prefer:

- Assign an adhoc sub committee, develop a scope of work, and put the project out to bid
- Amend existing Downtown marketing contract with Olympia Downtown Alliance, currently managed by Economic Development Director Mike Reid, to incorporate updated scope of work.

The Board should also indicate what they expect out of the marketing initiative to inform either the bid request or the contract amendment.

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

Neighborhood/Community Interests (if known):

n/a

Options:

1. Move to request to City Council use of PBIA unspent funds up to \$20,000 for a fall marketing campaign
2. Do not ask Council for unspent funds at this time

Financial Impact:

There was \$12,388 left unspent from the 2018 Marketing budget line item. Total unspent PBIA funds are over \$35,000. Staff recommends leaving \$15,000, or 15% of its annual budget as contingency, leaving \$20,000 as a possible upper limit for the marketing campaign.

Attachments:

None



PBIA Advisory Board

Formalizing Event Sponsorship Process

Agenda Date: 9/4/2019
Agenda Item Number: 6.B
File Number: 19-0610

Type: decision **Version:** 2 **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):

Max DeJarnatt, Senior Program Specialist
Jeffrey Barrett, PBIA Vice-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

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

a remaining \$4,500

Attachments:

none



PBIA Advisory Board

Formation of a Nomination Committee for Upcoming Elections

Agenda Date: 9/4/2019
Agenda Item Number: 6.C
File Number: 19-0775

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

Title

Formation of a Nomination Committee for Upcoming Elections

Recommended Action

Move to establish a nominating committee to solicit prospective new PBIA advisory board members to stand for election in November. Name the members.

Report

Issue:

The Board needs to establish a nominating committee to solicit prospective new PBIA advisory board members to stand for election in November.

Staff Contact:

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

Presenter(s):

Max DeJarnatt

Background and Analysis:

Tonight, the PBIA needs to determine who from the Board will serve on a nominating committee that will be tasked with soliciting prospective new board members to stand for election in November. The Board should also identify a lead for this committee.

There is no obligation for the nominating Committee to meet together, although it may be helpful to do so to ensure clarity about their role, expectations and timelines, for which staff can provide support. The Committee should report back to the PBIA Board at the October meeting with information about which ratepayers will be included in the election in November.

The Board will need to fill eleven (11) positions. This includes six (6) currently vacant positions that were not filled when the terms expired earlier this year, plus four (4) terms that will expire at the end of this year. Members whose terms are expiring at the end of this year can be re-elected; these members include:

- Janis Dean
- Jeffrey Barrett

- David Rauh
- Jeremy Williamson
- Jeffrey Trinin

Section 3.62.130 of the City's PBIA ordinance (**attachment 1**) states:

- The PBIA Advisory Board shall consist of an odd number totaling at least 15 member representatives of Ratepayers representing a diversity of business classifications, interests, and viewpoints.
- The election will be conducted by the Program Manager (i.e., Downtown Liaison Mark Rentfrow)
- The Board's duties include the annual development of a proposed work program with specific projects and budgets, the recommendation of the same to the City Council for its consideration, and preparation of a plan for regular communication of PBIA projects and information to Ratepayers.

The PBIA Bylaws (**attachment 2**) establish that each of the three zones should be represented on the advisory board. And Article X describes the procedure for PBIA advisory board elections:

- Each year, a nominating committee, shall in September select from among the ratepayers persons to stand for election as Advisory Board members.
- Any ratepayer in good standing at the time of the election may be nominated.
- Ballots shall be mailed to current ratepayers in good standing (this has traditionally occurred in November.)
- Nominees receiving the greatest number of votes of ratepayers are elected.
- Newly elected Advisory Board members are installed at the first board meeting in January.
- Terms of office shall be January 1-December 31 of each calendar year.
- One third of the board members will be elected each year.

There is no limit to the number of terms a Board member can complete so long as they are re-elected for each 3-year term.

Only when there is a vacancy occurring on the advisory board by reason of death, resignation or removal, the position may be filled for the remainder of the term by a majority vote of the remaining members (Bylaws, Section 10.01.03).

Neighborhood/Community Interests (if known):

N/A

Options:

Move to establish a nominating committee to solicit prospective new PBIA advisory board members to stand for election in November. Name the members.

Financial Impact:

N/A

Attachments:

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

PBIA Ordinance (weblink)

PBIA Bylaws (weblink)



PBIA Advisory Board

PBIA Pedestrian/Holiday Lighting Pilot Proposal

Agenda Date: 9/4/2019
Agenda Item Number: 6.D
File Number: 19-0782

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

Title

PBIA Pedestrian/Holiday Lighting Pilot Proposal

Recommended Action

Move to discuss a potential downtown lighting pilot project

Report

Issue:

Receive a status report outlining a potential downtown lighting pilot project

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Max DeJarnatt, PBIA Liaison, Community Planning and Development,
360.570.3723

Background and Analysis:

A downtown pedestrian lighting pilot project presents an opportunity for the City of Olympia to respond to consistent feedback of local businesses and residents by installing free standing pedestrian lighting in areas that are not adequately serviced by existing street lighting in our retail shopping core. Additional lighting will create the warmth and vitality that small businesses owners are seeking to promote their business locations throughout the holiday season during a challenging time for economic growth and sustainability.

Neighborhood/Community Interests (if known):

The downtown business and residential community has expressed support in the past for downtown vibrancy.

Options:

1. Consider future opportunities for project implementation once project costs are known

2. Do nothing

Financial Impact:

Preliminary discussions with regional municipalities indicate such a project cost could range from 5 - 15k.

Attachments: #1 Downtown Pedestrian Lighting Proposal

Downtown Lighting Improvements

Downtown pedestrian Lighting pilot project

Downtown Olympia is South Puget Sound's regional hub for economic and social activity. With eclectic shopping and dining numerous arts and entertainment venues and a rich historic fabric, Downtown has much to offer with a high concentration of retail and professional businesses located in its central core.

However, as Olympia continues to add market rate housing and residents to its downtown, the neighborhood faces some important issues and development uncertainties related to a continuing need for inclusive residential opportunities. A major issue that has been raised by both residents and businesses is pedestrian safety. There is a strong interest in maintaining and growing a vibrant business and retail environment, and the increasingly critical need to address the effects homelessness and street dependency on local businesses and residents.

A downtown pedestrian lighting pilot project presents an opportunity for the City of Olympia to respond to consistent feedback of local businesses and residents by installing free standing pedestrian lighting in areas that are not adequately serviced by existing street lighting. Additional lighting will create the warmth and vitality that small businesses owners in our retail core are seeking to promote their business locations during a challenging time for economic growth and sustainability.

Area Pilot

The Downtown Pedestrian Lighting pilot is a proposal to install freestanding LED lighting along a quarter block section of Washington Street. Olympia City staff has been in contact with the Public Works project manager Jakeh Roberts from the City of Monroe, WA who has achieved this task in his jurisdiction, installing pedestrian along the City's main street corridor (Attachment 1). Using lessons learned from Monroe's successful implementation, Olympia proposes to duplicate that success in our downtown.

The "Security Building" occupies the entire Northwest corner of the 400 block of Washington Street in downtown Olympia. The Washington Street frontage includes two hair salons, a cheese shop, and a restaurant and cocktail lounge; all businesses with heavy foot traffic and a wide swath of operating hours from early morning to late evening. Olympia City staff has met onsite with the Security Building property management and maintenance team to establish the best and most reasonable siting for necessary lighting infrastructure. An additional meeting with business owners is planned for the near future.

Because Washington Street is slated to be re-developed in just a few years, installation of pedestrian lighting should not be seen as a permanent addition but rather as a proof of concept for other opportunities to add vibrancy and safety features throughout Downtown.

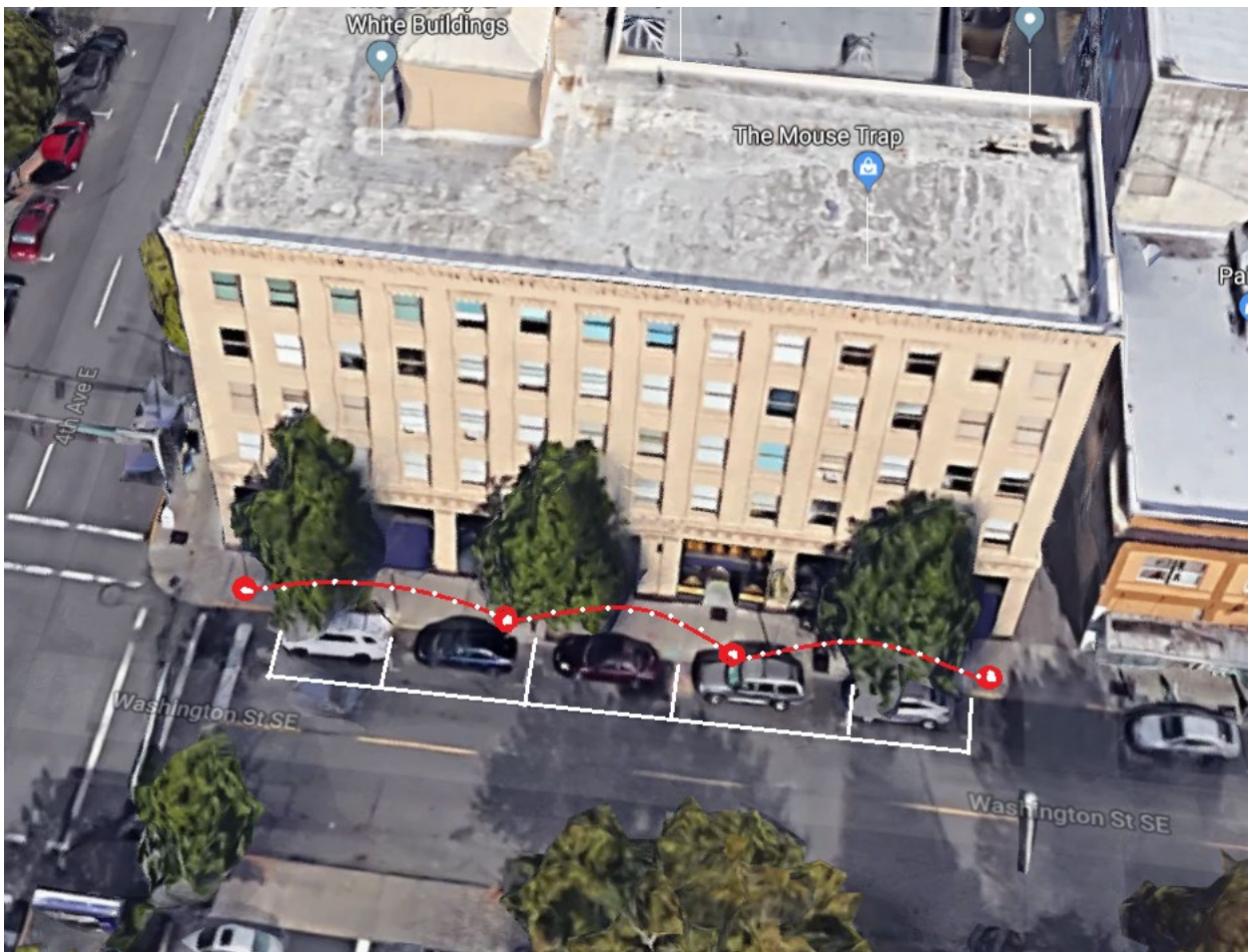
Implementation

City Staff proposes the City install four, 8 inch bollards, approximately 42" tall in equidistant fashion (or within closest proximity based on potential surface limitations) along approximately 115 linear feet of the south 400 block of Washington street. Bollards will be sited no closer than 24" from the curb face (similar to a parking meter) and will accommodate 2 5/8" black powder coated galvanized poles approximately 16 Ft in height. Similar installation practices in Monroe indicate that a total of 4 lighting bollards and poles will be necessary to hang lighting for this project at an equidistant locate of approximately 38.5 feet (see attachment 2) per pole. Lighting will be supported by stainless steel 3/8th T-16 line.

An exterior survey of the building was conducted with the building's property management and a junction box power source on the south face of the building was identified as the proposed electrical tie in. This same power source is currently being used to power the City's LED alleyway lighting project. The current conduit piping along the south side of the building does not present incompatibilities for historic preservation and is ideal for this low draw project.

Funding for this project has yet to be identified and may incorporate a potential mix of public and private dollars







PBIA Advisory Board

PBIA Public Art Investment Update - Mural Protection

Agenda Date: 9/4/2019
Agenda Item Number: 6.E
File Number: 19-0781

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

Title

PBIA Public Art Investment Update - Mural Protection

Recommended Action

Move to discuss the current status of the PBIA's Public Art Investment for mural protection in 2019

Report

Issue:

Receive a status report on the PBIA's mural protection investment.

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Max DeJarnatt, PBIA Liaison, Community Planning and Development, 360.570.3723

Background and Analysis:

The PBIA Board and City Staff have identified downtown murals as a viable way to increase vibrancy in spaces that are otherwise underutilized. Over the past several years the PBIA has paid for murals to be constructed throughout downtown. Once murals are constructed they are then sealed with an anti-graffiti sacrificial coating known as Vandalguard. Vandalguard must be re-applied to murals every few years to remain effective.

Neighborhood/Community Interests (if known):

The downtown business and residential community has expressed support in the past for downtown vibrancy.

Financial Impact:

The PBIA board has earmarked \$2,500 in their 2019 budget for mural protection



PBIA Advisory Board

PBIA Public Art Investment Update - Art in Windows

Agenda Date: 9/4/2019
Agenda Item Number: 6.F
File Number: 19-0780

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

Title

PBIA Public Art Investment Update - Art in Windows

Recommended Action

Move to discuss the current status of the PBIA's proposed Public Art Investment for 2019

Report

Issue:

Receive the report on the concept of Art/Historic Photos in Windows.

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Max DeJarnatt, PBIA Liaison, Community Planning and Development, 360.570.3723

Background and Analysis:

The PBIA Board and City Staff have identified historic photos and art in downtown windows as a viable way to increase vibrancy in spaces that are otherwise underutilized. Staff began this process by reaching out to landlords and identifying photos for use. City staff has made contact with 8 property owners or managers and has secured commitments to hang historic art in vacant storefronts.

Neighborhood/Community Interests (if known):

The downtown business and residential community has expressed support in the past for downtown vibrancy.

Financial Impact:

The PBIA board has earmarked \$5,000 in their 2019 budget for a public art investment



PBIA Advisory Board

Round Table Discussion

Agenda Date: 9/4/2019
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

