



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, November 6, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [19-1030](#) Approval of October 2, 2019 PBIA Advisory Board Meeting Minutes

Attachments: [Meeting Minutes 10022019](#)

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 [19-0992](#) Informational Report on "Great Places" Award

Attachments: [2019 Great Streets Nomination](#)

6.B [19-0891](#) Draft 2020 Budget

Attachments: [Proposed 2020 Budget](#)

6.C [19-1026](#) Twinklefest Marketing Initiative

Attachments: [Twinklefest Cost Sheet](#)

6.D [19-1029](#) Nomination Committee Recommendations for Upcoming Elections

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

7. REPORTS

- 7.A [19-1027](#) Fall Downtown Marketing Campaign

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 October 2, 2019 PBIA Advisory Board Meeting Minutes

Agenda Date: 11/6/2019
Agenda Item Number: 3.A
File Number: 19-1030

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

Title

Approval of October 2, 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, October 2, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

Chair Ruse called the meeting to order at 6:00 p.m.

1.A ROLL CALL

Present: 6 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember David Rauh and Boardmember Jeremy Williamson

Excused: 2 - Boardmember Lyndsay Galariada and Boardmember Nathan Rocker

Absent: 1 - Boardmember Jeffrey Trinin

1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:
Senior Program Specialist/Staff Liaison Max DeJarnatt

City of Olympia City Council:
Councilmember Lisa Parshley

2. APPROVAL OF AGENDA

Boardmembers asked to move business item 6.E to 6.C.

Boardmember Rauh moved, seconded by Boardmember David to amend the agenda. The motion passed unanimously.

3. APPROVAL OF MINUTES

3.A [19-0895](#) Approval of September 4, 2019, PBIA Advisory Board Meeting Minutes

Boardmembers asked for a correction to Business Item 6.D. The amount of unspent funds requested to be appropriated to the fall marketing campaign was \$15,000.

Boardmember Rauh moved, seconded by Boardmember David, to amend the minutes. The motion passed unanimously.

3.B [19-0896](#) Approval of September 18, 2019 PBIA Advisory Board Meeting Minutes

Boardmembers asked to have Boardmember Williamson's attendance updated to show excused.

Boardmember Rauh moved, seconded by Boardmember David, to amend the minutes. The motion passed unanimously.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Mr. DeJarnatt and Boardmember Rauh made announcements.

6. BUSINESS ITEMS

6.A [19-0893](#) Twinklefest Lighting Proposal

Boardmembers discussed the updated Snowflake Report to cover costs for transformer boxes necessary for the new installation of lights.

Boardmember David moved, seconded by Boardmember Barrett, to authorize up to \$4,000 of the marketing budget be used for the purchase and installation of additional snowflake and strand lighting and transformers. The motion passed unanimously.

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

Boardmember Barrett shared the updated Sponsorship Request Form.

Boardmember Rauh moved, seconded by Boardmember Dean, to adopt the formalized event sponsorship application and review process. The motion passed unanimously.

6.C [19-0894](#) Downtown Parking Strategy in 2020 Update

Mr. DeJarnatt and Boardmembers discussed the updates to the 2020 Downtown Parking Strategy.

The discussion was completed.

6.D [19-0891](#) Draft 2020 Budget

Mr. DeJarnatt discussed the draft 2020 budget with Boardmembers.

The discussion was tabled.

6.E [19-0833](#) Fall Downtown Marketing Campaign

Chair Ruse and Boardmember Dean shared a handout and presented information on a partnership with Olympia Downtown Alliance for a fall marketing campaign.

Boardmember Dean moved, seconded by Boardmember Barrett, to approve spending \$20,000 on a fall marketing campaign partnership with the Olympia Downtown Alliance. The motion passed unanimously.

7. REPORTS - None

8. OTHER TOPICS

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

Boardmember David discussed his frustration with the Downtown Ambassadors participating in handing out flyers related to promoting a private entity.

The discussion was completed.

9. ADJOURNMENT

The meeting adjourned at 8:26 p.m.



PBIA Advisory Board

Informational Report on “Great Places” Award

Agenda Date: 11/6/2019
Agenda Item Number: 6.A
File Number: 19-0992

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

Title

Informational Report on “Great Places” Award

Recommended Action

Information only. No action requested.

Report

Issue:

Informational report on a recent award naming Olympia’s 4th Avenue a “Great Urban Street” in Washington State.

Staff Contact:

Max DeJarnatt, Senior Program Assistant, Community Planning & Development, 360.753.3723

Presenter(s):

Marygrace Goddu, Historic Preservation Officer and Arts, Cultures & Heritage Coordinator, Community Planning & Development, 360.753.8031

Background and Analysis:

The Washington Chapter of the American Planning Association has launched a program honoring “Great Places in Washington,” paralleling the national Planning Association’s “Great Places in America” program. It is intended to recognize neighborhoods, streets, and public spaces that make communities stronger and bring people together through good planning. Percival Landing was designated a “Great American Public Space” at the national level in 2010.

In response to a July 2019 call for nominations, city staff nominated 4th Avenue for this year’s state-wide program, which sought to identify great streets in Washington. In early October, we were pleased to learn that we had won. Fourth Avenue was selected for recognition as one of Washington’s “Great Urban Main Streets” and awards were presented at the Association’s annual conference on October 17 in Tacoma.

Award criteria included:

- Vibrant mix of uses that supports the greater community
- Interesting building facades that contribute to use and popularity of the street
- Attributes and design elements that create a distinctive character

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

- Safe and welcoming to all, particularly pedestrians
- Accommodate community events and facilitate social interaction.

Neighborhood/Community Interests (if known):

Downtown Neighborhood, and broad community interest.

Options:

Receive the report.

Financial Impact:

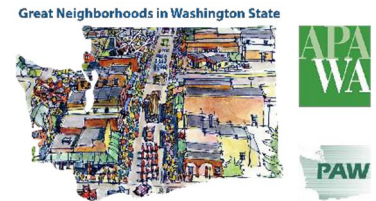
N/A

Attachments:

Nomination

Nomination Form

Great Places in Washington Awards Program



An awards program co-sponsored by the Washington Chapter of the American Planning Association (APA WA) and the Planning Association of Washington (PAW)

Nominations Due: July 22

Please send a digital copy to office@washington-apa.org and a hard copy to Washington Chapter American Planning Association 2150 N 107th Street Ste 205, Seattle, WA 98133 postmarked by July 22. Submittals are limited to six pages total (including this cover page).

The 2019 Great Places in Washington Awards program will recognize Great Streets in Washington State. Awards this year will be given to three different streets based on their context and function (see below). This program is based on the American Planning Association's Great Places in America Program (www.planning.org/greatplaces/).

Who Should Apply?

All are welcome to apply. Examples include cities, counties, towns, community/neighborhood groups, chambers of commerce, and planning professionals.

Great Streets Award Categories and Criteria:

We plan to award three different categories of Great Streets:

1. Urban main streets
2. Small city/town and neighborhood main streets
3. Boulevards (street that successfully balance vehicular traffic with transit and pedestrian circulation)

These may be portions of longer streets or they may encompass the entire street, provided they meet the awards criteria below.

Great streets (awards criteria):

- Integrate a vibrant mix of uses that supports the greater community.
- Are framed by interesting and articulated building facades that contribute to the use and popularity of the street.
- Include attributes and design elements that create a distinctive character.
- Feel safe and welcoming to all, particularly pedestrians.
- Accommodate community events and facilitate social interaction.

NOMINATION FORM		
Name of Street	4 th Avenue from bridge to Plum Street	
Name of Jurisdiction	City of Olympia	
Contact Person/Title	Marygrace Goddu	
Phone and Email	P: 360 753 8031	E: mgoddu@ci.olympia.wa.us

Submittals will be evaluated by a committee including academics and APA WA/PAW chapter members.

Winners will be announced at the Fall Washington APA chapter conference in Tacoma (October 16-17).

Questions?

Contact Bob Bengford, Great Places Co-Chairs bobb@makersarch.com or Amanda Tainio at amanda@synergyresourcesconsulting.com

NOMINATION STATEMENT — A BRIEF DESCRIPTION OF PROJECT (50 words or less)

Briefly describe the street and its context and which of the three awards categories you think it best fits under (they are purposely vague, so it's OK if they are a blend of two or all three!)

URBAN MAIN STREET CATEGORY

Fourth Avenue is the historic east-west route through the heart of Olympia's urban core, connecting East and West Olympia to our downtown across Budd Inlet. Once called the Pacific Highway, its place in our community grew from an 1870's mud track to a bustling urban thoroughfare that defines Olympia today.

MEETING THE AWARDS CRITERIA (this page and up to four additional pages, including graphics)

Tell us how the street meets each of the five awards criteria on the previous page. Please include photos supportive of the criteria (within the page limit) and assume that the evaluation committee have never been to the street before. Links to supportive websites or documents might be useful as background information (but don't over-rely on those links in explaining how the street meets the criteria!).

- Integrate a vibrant mix of uses that supports the greater community.

Fourth Avenue is home to a remarkably vibrant and diverse mix of uses, reflective of the many sectors of Olympia's economic, cultural, and social milieu. True diversity brings a tension that is not always comfortable but is endlessly interesting, dynamic, and colorful, authentic and compelling. This is the spirit of Fourth Avenue. Meineke Mufflers operates next to a locally-owned bookstore. Tattoo and piercing are offered alongside beauty salons. "Dumpster Values" vintage clothing comfortably coexists near an upscale home décor business. There are old-time taverns and contemporary micro-brew pubs; dark, heavy-metal nightclubs and brightly lit wine bars. A brand new LEED-certified apartment building recently rose across the street from the oldest continuously-operating commercial residential structure in the city, the Angelus Hotel (ca 1900), and just blocks from an 1891 building with low income flats above a pizza parlor. Establishments along 4th Avenue represent every part of the spectrum in retail and restaurants, theaters, offices, work and performance spaces, and residential offerings.

There seems to be room for all, along the corridor of 4th Avenue.

In and of itself, this inclusiveness benefits the greater community, and it reflects Olympia's historic roots as well as its contemporary culture. This is a cultural corridor that includes historic waterfront where Native Americans fished and cultivated shellfish. Until the perpetually-soggy tidal land was filled by 1900, it was typically home to Olympia's poor and marginalized populations. In the 1870's Chinese immigrant laborers lived along 4th Avenue, and later the Chinese community forged a foothold here with restaurants and businesses. In 1879 black pioneers James and Mary Mar opened the well-loved "Our House" restaurant at 4th and Franklin Street a few blocks to the East.

These businesses supported a growing community focused on Olympia's waterfront industries, springing up around a wharf at 4th and Water Street that stretched northward into the Bay. Known as Percival Landing today, the wharf is a popular waterfront pedestrian pathway and park, still vitally connected to town at 4th Avenue. Today, some of the city's lowest cost housing can still be found here, while Olympia's homeless migrate east and west along the spine of Fourth Avenue for the services, resources, and security of the urban core.
- Are framed by interesting and articulated building facades that contribute to the use and popularity of the street.

Olympia's 2017 Downtown Strategy identified community priorities for downtown, including critical design features like character-defining architecture, a pleasing streetscape palette, and view protection. The 4th Avenue corridor includes four solid blocks of the Downtown Olympia National Register Historic District and has many iconic properties beyond this historic core as well. The Strategy actions, many now in progress, work to protect historic character while ensuring that new development and city efforts improve the pedestrian experience and complement the familiar, historic cityscape.

The historic urban face of the 4th Avenue corridor includes typical turn-of-the-century commercial buildings, many of brick, stone, concrete, or a mix; two or three stories high with large street-level window bays, often with a clerestory band above; regular rows of windows on upper floors, horizontal banding between floors, and design features at cornice or parapet. Many have suspended awnings that keep Olympia walkable in wet weather. The sidewalks are generously wide and dotted with trees, many large enough to offer shade canopy in the summer.

The historic grid pattern of the downtown's streets includes a network of alleyways in between, allowing for deliveries and sanitation service to 4th Avenue's businesses to take place in the back. This contributes to a great pedestrian experience, and the alleyways themselves are intriguing. The city has worked to keep them clean, well-lit, safe and interesting, with mural art and access to businesses.

The 4th Ave corridor also includes its share of newer buildings, and these bring an eclectic sense of time, style, and generational character. The 20's and 30's left their mark in a number of car dealerships and auto-related service buildings east of Capitol Way, taking advantage of 4th Avenue's status as a State Highway at the time. It was a popular route to the Olympic Peninsula or to points south via the major crossroad at Capitol Way – then Highway 99. Most of these automotive showrooms, gas stations and shops are now creatively rehabilitated for restaurant and retail. The 1950's brought modernism, in the design and addition of department stores, and simplified storefronts with sleek façade treatments to attract shoppers in the post-war boom.

To better support current code requirements, Downtown Design Criteria are in progress that will firmly guide contemporary architectural additions toward compatibility of scale and character appropriate to the surrounding streetscape and architecture. Fourth Avenue's inevitable evolution will continue with sensitivity to overall design goals and community values.

- Include attributes and design elements that create a distinctive character.

At its west end, 4th Avenue begins at Yashiro Friendship Bridge, connecting West Olympia to downtown at the point where the Deschutes River meets Puget Sound. Entering across the bridge, there are expansive views of Budd Bay, the State Capitol Building, the Olympic Mountains, and Mount Rainier. Public art lines the bridge, salmon leap to escape hungry seals below, Great Blue Heron nest in nearby firs, and the promise of all of urban Olympia lies straight ahead. It is a very powerful entry experience.

Fourth Avenue continues a bridge-like role as it travels east across a narrow landform known as the "Isthmus," formerly river delta and tidal flats. Seizing on the views and proximity to the water, the streetscape here includes the lively Heritage Park Fountain and two parks, a popular local grocery store, the oldest restaurant in the City, and a new residential rehabilitation of a commercial building (under construction). You can practically feel the potential jumping out of the ground, and the energy stays fresh as you continue east into the narrowed, turn-of the century streetscape of the downtown Historic District.

In the heart of downtown 4th Avenue crosses Capitol Way, which some might argue is Olympia's "Main Street." But 4th Ave connects and defines our community in a way that the wider, more grand and established streetscape of Capitol Way cannot. Fourth Avenue's eclectic mix of glitter and grit, old and new, people and cars, buskers and café's, sidewalks canopied by trees and awnings, and the railway that cuts through at Jefferson Street with clanging, active trains every day, are unmistakably hometown Olympia.

- Feel safe and welcoming to all, particularly pedestrians.

Fourth Avenue is a rich pedestrian environment. The typical daily flow begins at 7:00 AM, with morning commuters, opening businesses, and maintenance teams cleaning the streets and watering the flower baskets. The busy retail day spikes at lunch hour with an influx of workers from nearby offices and many State workplaces within just blocks. The bustle continues into the evening when visitors come for dinner and a show as the happy hour crowd eases toward home. The local taverns and bars along 4th are some of the city's most popular and they keep the energy going until 2:00 AM, when the Uber and taxi drivers "make bank" to close the day. Tuesdays see protesters in place for weekly council meetings, and weekends see a rhythm of retail, events, park users, and entertainment.

With so much going on, Olympia works hard to create a safe, clean and welcoming environment for all. The city's programs include a Downtown Walking Patrol of police officers serving and connecting with the downtown community seven days a week. The City's Clean Team is on duty 7 am to 3 pm daily to provide general upkeep, repair, painting, and trash pick up in public spaces. Our Downtown Ambassadors provide outreach, business support and hospitality to residents, business and property owners, and visitors. A ground-breaking Crisis Response Unit connects individuals in crisis with social services. A Familiar Faces team uses peer navigators to assist individuals with complex health and behavioral problems. Our Safe Olympia program focuses on safe reporting for crimes and discrimination related to LGBTQ residents and visitors, with 17 safe reporting locations along 4th Ave.

In addition to these ongoing programs, the city is investing over \$140,000 in downtown lighting improvements to improve the sense of night time safety in alleys as well as at the street front.

The Olympia Downtown Alliance of local businesses is a critical partner. Their Downtown Guides partner with the programs listed above and provide a warm greeting to downtown patrons. The alliance also supports city cleaning efforts with a six-month cycle of pressure-washing that keeps our sidewalks attractive and clean.

- Accommodate community events and facilitate social interaction.

While the local parades generally happen on Capitol Way, the local protests happen on 4th Avenue. This is because 4th Avenue's small-town streetscape, critical transit route, and the presence of City Hall, make us take it all more personally.

Fourth Avenue embraces the full Olympia community with its diversity of spaces and places for recreation, expression, performance, business, practical needs, and authenticity.

The numerous cafes, taverns, bars and eateries here feature local artists and live music, ensuring that 4th Avenue is an active social hub. Buskers and panhandlers often line the sidewalks. In a small public lot off 4th Ave, a natural artesian wells draws visitors with clean jugs, who sit on mosaic-art benches and socialize as they fill.

Down the street, reveling in clean water in a different way, the Heritage Park Fountain is scene of joyful shouts from adults and kids alike. The fountain features choreographed jets of water that shoot overhead and tumble down in surprising and mesmerizing patterns. Also on the Isthmus, a brand new 2.3 acre park is temporary home to a pump track enjoyed by riders on tricycles, skateboards and mountain bikes. With support from community sponsors the City placed a temporary ice rink in this location in winter 2018-19. To everyone's amazement, attendance doubled projections and the rink hosted 20,415 skaters. The community is eager to see what the creative folks at City Parks will bring to 4th Avenue's Isthmus Park next.

A seven-block stretch of 4th Avenue from Capitol Way to Plum Street is included in Olympia's newly state-certified Creative District. Creative District designation brings public focus and practical support to the creative economy that thrives along the 4th Avenue corridor -- artisans, entrepreneurs, local restaurants, creative business enterprises and makers of all kinds. The mix of creative resources and activities here with community events and recreational opportunities, attracts the full range of Olympia's demographics in ages, incomes, and abilities, to interact along 4th Avenue.



PBIA Advisory Board

Draft 2020 Budget

Agenda Date: 11/6/2019
Agenda Item Number: 6.B
File Number: 19-0891

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

Title

Draft 2020 Budget

Report

Issue:

Finalize Draft 2020 Budget and forward to City Council

Staff Contact:

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

Presenter(s):

Amy Buckler, Strategic Programs Manager
Danielle Ruse, Chair
Jeff Barrett, Vice Chair

Background and Analysis:

A primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan and budget. The City Council has a role to review and adopt both. The Board develops a recommended budget first, followed by a work plan that may include additional items not associated with the budget such as informational briefings.

PBIA funds are based on the total assessment of ratepayers and are limited. The total assessment averages about \$115,000/year. The City's Finance Director reports that uncollected assessments have been close to \$15,000 in recent years. Therefore, staff is recommending setting the budget at \$100,000 for 2020.

The recommended work plan is due in February. The work plan is informed by the budget, but is broader in scope. It comprises how PBIA meeting time will be used, the role and commitment of PBIA board members, the deliverable, timing and budget implications. Having a work plan helps to ensure focus, transparency and proactive consideration of the needed resources to carry out each initiative.

During its October meeting, the PBIA reviewed a draft budget. The Board agreed on allocating \$96,600 of its \$100,000 estimated revenue. During its November meeting the Board shall allocate the remaining \$3,400 and vote on its recommended budget and forward to City Council.

Neighborhood/Community Interests (if known):

PBIA Ratepayers

Options:

1. Amend budget to include additional \$3,400 and forward to City Council
2. Forward to budget as-is to City Council, with \$3,400 folding into Contingency by default.

Financial Impact:

PBIA's anticipated 2020 budget is \$100,000

Attachments:

Proposed 2020 Budget

PBIA - 2019 Budget			31-Oct-19				
Category	Bin	Notes	Adjusted Budget	2019 Expenses	+/-	2020	
Ambassadors & Clean Team	Clean & Safe		\$ 43,500	\$ 43,500.00	\$ -	\$43,500	
Mural protection	Clean & Safe	<i>estimated cost of labor and materials to cover 3 murals</i>	\$ 2,500	\$ 731.35	\$ 1,769	\$1,500	
Extra alley flushings	Clean & Safe	<i>3 extra flushings for July, August, September budget amendment - carry over funds from 2018</i>	\$ 1,200	\$ 1,259.77	\$ (60)	\$1,200	
Cigarette Butt Containers	Clean & Safe		\$ 840	\$ 820.00	\$ 20	\$0	
Flower baskets	Streetscape Beautification	<i>(74) 18" from Fessler's + (5) 24" moss from DeGottis</i>	\$ 5,000	\$ 5,688.49	\$ (688)	\$5,400	
Flower basket watering	Streetscape Beautification	<i>assumes 75% of 2018 cost, Probation Services</i>	\$ 18,000	\$ 15,061.28	\$ 2,939	\$18,000	
Art/photos in windows	Streetscape Beautification		\$ 5,000	\$ 3,334.71	\$ 1,665	\$2,500	
Holiday lighting & Twinklefest	Marketing		\$ 9,000	\$ -	\$ 9,000	\$14,000	
Event sponsorships	Marketing		\$ 7,000	\$ 2,500.00	\$ 4,500	\$7,000	
Fall Marketing Campaign	Marketing		\$ 20,000	\$ -	\$ 20,000	\$0	
Administration	Administration	<i>e.g., annual member dinner, survey monkey, misc.</i>	\$ 2,300	\$ 314.56	\$ 1,985	\$2,000	
Contingency	Contingency		\$ 1,500	\$ 749.12	\$ 751	\$1,500	
TOTAL BUDGET			\$ 115,840	\$ 73,959.28	\$ 41,880.72	\$96,600	



PBIA Advisory Board

Twinklefest Marketing Initiative

Agenda Date: 11/6/2019
Agenda Item Number: 6.C
File Number: 19-1026

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

Title

Twinklefest Marketing Initiative

Report

Issue:

Discussion of the specific activities and costs associated with 2019 holiday promotion

Staff Contact:

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

Presenter(s):

Danielle Ruse, Board Chair

Background and Analysis:

On 10/23/19 PBIA Board Chair Ruse along with the Downtown Ambassadors and the Economic Development Liaison met to determine the Board's 2019 Twinklefest strategy. The meeting consisted of ironing out details for promotions and event implementation

This year's Twinklefest promotion will take a streamlined approach relying on social media, in store promotions, and a limited print marketing strategy, including a banner across State Avenue as the primary means of advertisement to the public. The City's Downtown Ambassadors will promote the program through radio promotions and public events such as Oly on Ice. Downtown businesses will also be notified via the PBIA list serve about the opportunity to sign up and participate.

Voting will open to the public at www.olytwinklefest.net from November 30th 2019, through January 3rd, 2020. In 2018, 90 businesses participated and generated a total of total of 228 unique votes. As part of this years' promotion, a member of the voting public will randomly be selected to receive a gift certificate prize package worth over \$100.

Neighborhood/Community Interests (if known):

Twinklefest continues to be a popular event for downtown businesses to participate in.

Options:

1. Approve recommended marketing budget
2. Amend recommended marketing budget

3. Do not approve holiday marketing dollars be spent on this campaign

Financial Impact:

\$5,000 has been allocated from the PBIA's 2019 budget for holiday promotion in 2019. These funds are slated to pay for a professional photographer, print and on air advertising, in store lighting for participants and other miscellaneous expenses.

Attachments:

Twinklefest Marketing Cost Sheet

Twinklefest Cost Sheet

Vendor	Detail	Cost
Mixx96	Forty 30 second ads between 5:30 to 22:00 from 12/4-12/23	\$ 1,000
Olympian	Half-page Black & White with week-long digital ad	\$ 1,000
Iron Seele	30' banner hung over State Avenue	\$ 700
TBD	Professional photographer - 20-30 streetscape images	\$ 500
City Staff	Poster printing, 15¢ per page	\$ 23
Total		\$ 3,223



PBIA Advisory Board

Nomination Committee Recommendations for Upcoming Elections

Agenda Date: 11/6/2019
Agenda Item Number: 6.D
File Number: 19-1029

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

Title

Nomination Committee Recommendations for Upcoming Elections

Recommended Action

Move to accept nominating committee's recommendations of prospective new PBIA advisory board members to stand for election in November.

Report

Issue:

Nominating committee to present recommendations for election of prospective new PBIA board members.

Staff Contact:

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

Presenter(s):

Nominating Committee (Jacob David, Lyndsay Galariada, Jeffrey Trinin)

Background and Analysis:

At its September meeting, the PBIA determined 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 selected Jacob David, Lyndsay Galariada, and Jeffrey Trinin.

The committee has performed outreach among ratepayers to recruit new board members, including an email solicitation to the ratepayer list (email did not generate any interest). Committee will share its recommendations with the board at its November meeting. These candidates will be added to the ballot for ratepayers to vote on 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 five (5) 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

All but Jeffrey Trinin expressed an interest for another term at their September meeting.

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 PBIA city liaison (i.e., Max DeJarnatt) from November 12th through November 27th.
- 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:

Accept recommendations from nominating committee and forward to city staff to formalize a vote among membership.

Financial Impact:

N/A

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

Attachments:

PBIA Ordinance (weblink)

PBIA Bylaws (weblink)



PBIA Advisory Board

Fall Downtown Marketing Campaign

Agenda Date: 11/6/2019
Agenda Item Number: 7.A
File Number: 19-1027

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

Title

Fall Downtown Marketing Campaign

Recommended Action

Develop scope of work for Fall Marketing Campaign

Report

Issue:

Define scope of work for Fall Marketing Campaign

Staff Contact:

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

Presenter(s):

Janis Dean, PBIA Board Member

Danielle Ruse, PBIA Board Chair

Background and Analysis:

In its October meeting, the Board unanimously voted to amend an existing marketing contract between the City and the Olympia Downtown Alliance to include \$20,000 for a fall marketing campaign. Since that time, board members have met with the marketing team, and will provide the Board with a project update.

Neighborhood/Community Interests (if known):

n/a

Options:

Discussion only

Financial Impact:

\$20,000 has been approved for this campaign

Attachments:

None.



PBIA Advisory Board

Round Table Discussion

Agenda Date: 11/6/2019
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

