



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, December 4, 2019

6:00 PM

CR 207

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

- 3.A [19-1139](#) Approval of November 6, 2019 Parking and Business Advisory Committee Meeting Minutes

Attachments: [Meeting Minutes 110619](#)

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 [19-1138](#) Recognition of Outgoing Board Member

- 6.B [19-1135](#) Board Member Appointment

- 6.C [19-1137](#) 2020 PBIA Meeting Dates

Attachments: [2020 Holidays and Meeting Dates](#)

7. REPORTS

- 7.A [19-1136](#) Fall Downtown Marketing Campaign

8. OTHER TOPICS

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 November 6, 2019 Parking and Business Advisory Committee Meeting Minutes

Agenda Date: 12/4/2019
Agenda Item Number: 3.A
File Number: 19-1139

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

Title

Approval of November 6, 2019 Parking and Business Advisory Committee Meeting Minutes



Meeting Minutes

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

Vice-Chair Barrett called the meeting to order at 6:02 p.m.

1.A ROLL CALL

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

Excused: 2 - Chair Danielle Ruse and Boardmember Nathan Rucker

Absent: 1 - Boardmember Jeffrey Trinin

1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:
Strategic Projects Manager Amy Buckler
Historic Preservation Officer Marygrace Goddu

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

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

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Ms. Buckler shared announcements.

6. BUSINESS ITEMS

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

Ms. Goddu shared that 4th Ave was awarded the 2019 Great Streets Award from the American Planning Association Washington Chapter and the Planning Association of Washington. 4th Avenue was selected from the Great Urban Main Street category.

The information was received.

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

Commissioners discussed the 2020 budget.

Boardmember Rauh moved, seconded by Boardmember Dean, to add \$3,400 to contingency for a total budget of \$100,000 and to approve the recommended 2020 budget. The motion passed unanimously.

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

Ms. Buckler provided information about the Twinklefest budget, the banner design and the business registration form.

The information was received.

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

Boardmembers discussed the current nomination committee recommendations and the possibility of changing the time of year that the Board asks for committee nominations.

The discussion was discussed and closed.

7. REPORTS

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

Ms. Dean reported on the Fall Downtown Marketing Campaign and shared information about the video interviews Natasha (local videographer) would like to create using people who love Downtown. Ms. Dean asked that if Boardmembers have suggestions for video interviewees, to please let her know as soon as possible so she can pass the information along to Natasha.

The information was received.

8. OTHER TOPICS

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

Boardmembers discussed comments and concerns in the Downtown hub and agreed the most pressing issue currently Downtown is frequent broken windows.

The discussion was completed.

9. ADJOURNMENT

The meeting was adjourned at 7:10 p.m.



PBIA Advisory Board

Recognition of Outgoing Board Member

Agenda Date: 12/4/2019
Agenda Item Number: 6.A
File Number: 19-1138

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

Title

Recognition of Outgoing Board Member

Recommended Action

Not referred to a committee

Report

Issue:

Whether to recognize outgoing board member

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Background and Analysis:

Outgoing board member Jeff Trinin will be acknowledged for his service

Neighborhood/Community Interests (if known):

N/A

Attachments:

None.



PBIA Advisory Board

Board Member Appointment

Agenda Date: 12/4/2019
Agenda Item Number: 6.B
File Number: 19-1135

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

Title

Board Member Appointment

Recommended Action

Move to appoint Johnny Atlas to one of seven open board positions

Report

Issue:

Whether to appoint Johnny Atlas of New Moon Collective to one of seven open board positions

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 holds elections for five of its 15 board members to sit for three-year terms. In addition to those five, there are three vacant 2-year terms and three vacant 1-year term. Four of the five board members whose terms are expiring at the end of the year have committed to running for an additional full term.

In August a nominating committee was formed to solicit potential board candidates for the 2020 election. Johnny Atlas of the New Moon Collective was the sole prospect. Because insufficient candidates led to a non-competitive election and a defacto appointment by the nominating committee, the board should consider appointing Mr. Atlas to one of the seven remaining positions.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Appoint Johnny Atlas to the remaining 3-year term
2. Appoint Johnny Atlas to a 2-year term
3. Appoint Johnny Atlas to a 1-year term

4. Do not appoint Johnny Atlas at this time

Financial Impact:

None.

Attachments:

None.



PBIA Advisory Board

2020 PBIA Meeting Dates

Agenda Date: 12/4/2019
Agenda Item Number: 6.C
File Number: 19-1137

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

Title

2020 PBIA Meeting Dates

Recommended Action

Information only. No action requested.

Report

Issue:

Choosing PBIA meeting dates for 2020

Staff Contact:

Max DeJarnatt, Program Assistant, 360.570.3723, mdejarna@ci.olympia.wa.us

Presenter(s):

Max DeJarnatt

Background and Analysis:

In 2019 the PBIA met the first Wednesday of each month. The board will review any 2020 conflicts and decide which day of the month to schedule regular board meetings.

Neighborhood/Community Interests (if known):

ODA meets on the first Wednesday of each month

Attachments:

2020 Holidays & Meeting Dates

2020 Holidays

Date	Event
Wed 1/1	New Year's Day
Mon 1/20	Martin Luther King Day
Mon 2/17	Presidents' Day
Mon 3/9	Purim
Wed 4/8	Passover
Thu 4/23	Ramadan (Sunset)
Sun 5/24	Eid al-Fitr
Mon 5/25	Memorial Day
Mon 5/25	Eid al-Fitr
Tue 5/26	Eid al-Fitr
Fri 7/3	Independence Day (observed)
Sat 7/4	Independence Day
Fri 7/31	Eid al-Adha
Sat 8/1	Eid al-Adha
Sun 8/2	Eid al-Adha
Mon 8/3	Eid al-Adha
Thu 8/20	Islamic New Year
Mon 9/7	Labor Day
Fri 9/18	Rosh Hashanah
Mon 9/28	Yom Kippur
Fri 10/2	Sukkot
Sat 10/10	Simchat Torah
Wed 11/11	Veterans Day
Thu 11/26	Thanksgiving Day
Fri 11/27	Thanksgiving extended
Fri 12/11	Hanukkah
Fri 12/25	Christmas Day

Committee Meeting Dates

Committee	Meeting Times	Rooms
Finance	3rd Wednesday	CR 207
General	4th Wednesday	Chambers
Land Use & Environmental	3rd Thursday	Chambers
Arts Commission	Second Thursday	CR 112
BPAC	3rd Wednesday every other mo	Chambers
Design Review Board	2nd and 4th Thursdays*	CR 207
Heritage Commission	4th Wednesday	CR 207
Parks & Rec Advisory Committee	3rd Thursday	CR 207
Planning Commission	every other Monday	CR 207
Utility Advisory Committee	1st Thursday	CR 207
Law Enforcement Officer and Firefighter (LEOFF I) Disability Board	2nd Monday	CR 112

*except for the month of November when meetings are on the 1st and 3rd Thursdays, and the month of December when a meeting is on the 2nd Thursday only.



PBIA Advisory Board

Fall Downtown Marketing Campaign

Agenda Date: 12/4/2019
Agenda Item Number: 7.A
File Number: 19-1136

Type: information **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.

