



# 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, February 5, 2020**

**5:30 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** [20-0113](#) Approval of January 8, 2020 PBIA Advisory Board Meeting Minutes

Attachments: [Minutes](#)

**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** [20-0018](#) Finalizing 2020 Work Plan

Attachments: [2020 Final PBIA Budget](#)  
[Public Values Map](#)  
[Major City Plans Timeline](#)

**7. REPORTS**

**8. OTHER TOPICS**

**8.A** [20-0029](#) 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 January 8, 2020 PBIA Advisory Board Meeting Minutes**

**Agenda Date:** 2/5/2020  
**Agenda Item Number:** 3.A  
**File Number:**20-0113

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

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#### **Title**

Approval of January 8, 2020 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, January 8, 2020**

**5:30 PM**

**CR 207**

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### 1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:32 p.m.

#### 1.A ROLL CALL

Newly appointed Boardmember Johnny Atlas was present.  
Boardmembers Jacob David and Jeremy Williamson were present.

Jeffrey Trinin is no longer a boardmember.

**Present:** 5 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Janis Dean, Boardmember Lyndsay Galariada and Boardmember Nathan Rocker

**Excused:** 1 - Boardmember David Rauh

**Absent:** 1 - Boardmember Jeffrey Trinin

#### 1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:  
Senior Program Specialist/Staff Liaison Max DeJarnatt  
Strategic Projects Manager Amy Buckler

City of Olympia:  
Mayor Cheryl Selby  
Councilmember Lisa Parshley

Downtown Improvement District Boardmembers:  
Todd Cutts  
Matthew Debord  
Ron Thomas

Mosaic Marketing Studios:  
Natasha Ashenhurst

### 2. APPROVAL OF AGENDA

Boardmembers asked to move Business Item 6.B before Business Item 6.A

**Boardmember Dean moved, seconded by Boardmember Rocker, to move Business Item 6.B ahead of Business Item 6.A.**

### **3. APPROVAL OF MINUTES**

- 3.A**     [20-0022](#)     Approval of December 4, 2019 Parking and Business Improvement Area Advisory Board Meeting Minutes

**The minutes were approved.**

### **4. PUBLIC COMMENT**

The following people spoke:

Dean Jones, Bryan Willis, Patty Belmonte, Suzanne Clark, Ryan DiCrescenzo, Iri Alexander

### **5. ANNOUNCEMENTS**

Chair Ruse introduced Boardmember Johnny Atlas.

### **6. BUSINESS ITEMS**

- 6.A**     [20-0021](#)     Downtown Marketing Campaign

Ms. Ashenhurst shared samples of ads and the proposed advertising schedule for the "Why I Go Downtown" marketing campaign.

**The discussion was completed.**

- 6.B**     [20-0023](#)     Recommendation on the Downtown Improvement District (DID)

Boardmembers of the Downtown Improvement District (DID) shared information and a Powerpoint on the revised DID plan and asked PBI Boardmembers to issue a letter of recommendation to City Council that includes the PBI's endorsement and opposition statements.

**Boardmember Barrett moved, seconded by Boardmember Dean, to endorse the creation of a property-owner funded Downtown Improvement District as has been presented, and that the Board provide a formal letter to City Council reflecting this endorsement, including statements from opposing Boardmembers. The motion passed with the following votes:**

**Abstained- Boardmember Atlas**

**Aye- Boardmember Williamson**

**Nay- Boardmember David**

**Aye:**            4 - Chair Ruse, Vice Chair Barrett, Boardmember Dean and Boardmember Rocker

**Nay:** 1 - Boardmember Galariada

**Excused:** 1 - Boardmember Rauh

**Absent:** 1 - Boardmember Trinin

**6.C**     [20-0018](#)     Finalizing 2020 Work Plan

Boardmembers asked to move this discussion to a future meeting date.

**Boardmember Rocker moved, seconded by Boardmember Williamson, to postpone the 2020 Work Plan Priorities discussion.**

**7.     REPORTS - None**

**8.     OTHER TOPICS**

**8.A**     [20-0029](#)     Round Table Discussion

None.

**9.     ADJOURNMENT**

The meeting was adjourned at 7:36 p.m.



## PBIA Advisory Board

### Finalizing 2020 Work Plan

**Agenda Date:** 2/5/2020  
**Agenda Item Number:** 6.A  
**File Number:** 20-0018

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

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#### Title

Finalizing 2020 Work Plan

#### Report

##### Issue:

Ongoing work regarding development of PBIA's 2020 work plan

#### Staff Contact:

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

#### Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

#### Background and Analysis:

Olympia's retail strategy vision is: *A vibrant, dynamic business environment that attracts people, activity and investment.*

The mission of the Parking & Business Improvement Area (PBIA) is *to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners.*

The PBIA exercises its mission by carrying out initiatives in five program areas: parking, clean and safe, beautification, communications and marketing. To that end, a primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan with specific projects and budget. The City Council has a role to review and adopt the PBIA's annual work plan and budget, which is ideally completed before they adopt the City's annual budget in December of each year.

In preparation for developing its 2018 work plan and budget recommendation for the City Council, 2017 PBIA subcommittees met to review its page in the strategic plan and clarify what that program does and why. The attached draft public value maps reflect the discussions. PBIA members are asked to review the maps. We will continue to refine them.

Discussion topics include the role of the PBIA and its work plan, vetting what we do and why, discussing how we do it and priorities for 2020.

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

The PBIA's mission helps carry out Olympia's Downtown retail vision.

**Options:**

1. Finalize 2020 work plan and present to General Government
2. Carry forward 2019 work plan and present to General Government

**Financial Impact:**

Supporting PBIA in development of a work plan is included in the base budget for Community Planning & Development. The 2020 cost for specific initiatives within the work plan will be determined as part of the process.

**Attachments:**

Public Value maps

2020 Budget

Major Planning Timeline

## PBIA - 2020 Budget

Adopted Nov 12, 2019

Category	Bin	2020
Ambassadors & Clean Team	Clean & Safe	\$43,500
Mural protection	Clean & Safe	\$1,500
Extra alley flushings	Clean & Safe	\$1,200
Flower baskets	Streetscape Beautification	\$5,400
Flower basket watering	Streetscape Beautification	\$18,000
Art/photos in windows	Streetscape Beautification	\$2,500
Holiday lighting & Twinklefest	Marketing	\$14,000
Event sponsorships	Marketing	\$7,000
Administration	Administration	\$2,000
Contingency	Contingency	\$4,900
<b>TOTAL BUDGET</b>		<b>\$100,000</b>

# Communications (Educate & Inform)

## Public Value Results Map

How my work contributes to the PBIA mission:

*To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners*

What we do:

- Proactively educate and inform members and partner organizations about:
- Who PBIA is, what PBIA does (*and sometimes - when necessary - what we can't do*) & how this adds value Downtown
  - How to get involved in PBIA events and happenings
  - Related efforts that address issues of importance to members

### 2018 Initiatives:

- Carry out welcome wagon and ongoing outreach with member businesses
- Create welcome packets for new businesses
- Advise staff re: downtown communications
- Host annual member meeting

“so that”

Members understand the value of PBIA before they receive their first bill

AND

Everyone understands how PBIA’s efforts fit into a larger downtown strategy (*i.e., PBIA isn’t alone responsible for addressing issues – we’re all in this together*)

“so that”

We garner the support, cooperation and involvement of members and partner organizations in the betterment of DT

“so that”

Ultimate Outcome  
Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

### Some Related Efforts of Importance to PBIA Members:

- How Downtown Ambassadors & Clean Team can help businesses
- Myriad resources to enhance, support and grow their business
- Programs & services available to help people experiencing homelessness and street dependency in Downtown
- Actions in Olympia’s Downtown/Retail Strategy:
  - Parking strategy
  - Street improvement projects
  - Public restrooms, walking patrol, shared trash compactors, artesian commons programming, etc.
  - Development projects (encouraging private investment)
  - Sea level rise response plan, nightlife safety plan for the Entertainment Area, mixed-income housing strategy
  - Coordinated response to homelessness & street dependency in Downtown that includes businesses, social service providers and government

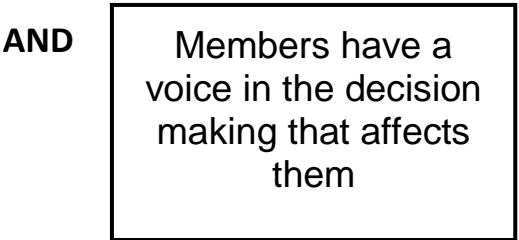
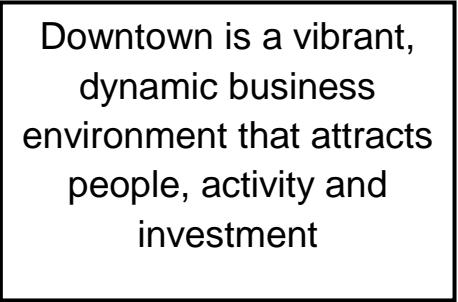
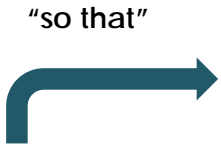
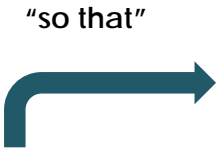
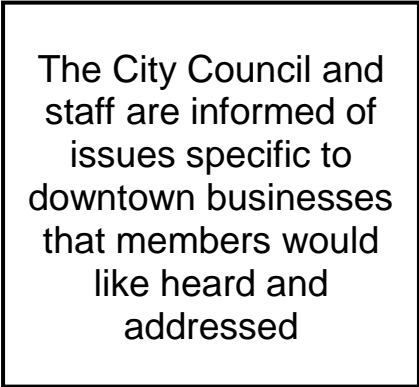
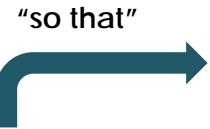
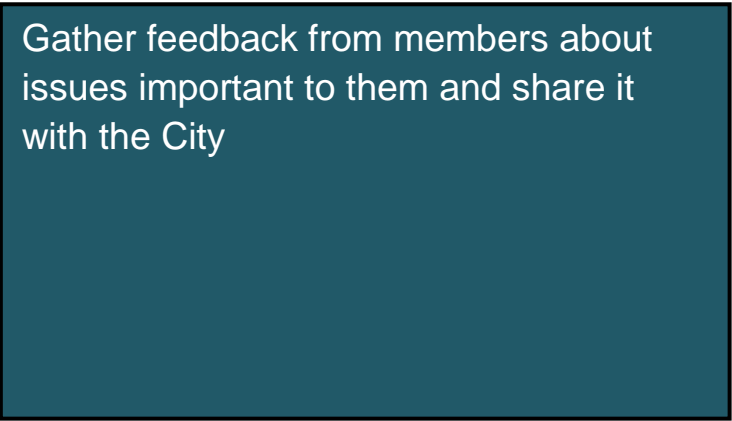
# Communications (Query Members)

## Public Value Results Map

How my work contributes to the PBIA mission:

*To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners*

What we do:



### 2018 Initiatives:

- Conduct ongoing one-on-one outreach through ‘welcome wagon’
- Put out short, quarterly surveys
- Establish a physical and online ‘comment box’ that is always open
- Set aside time for discussion at each board meeting to share what we’re hearing from businesses and relay this info to staff and City Council’s General Government Committee

# Clean & Safe

## Public Value Results Map

How my work contributes to the PBIA mission:

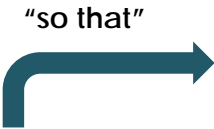
*To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners*

What we do:

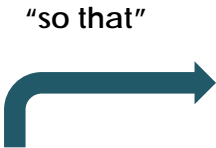
- Support the Downtown Ambassador and Clean Team program
- Fund small projects and sponsor programs that contribute to a welcoming Downtown
- Leverage our investments by collaborating with other entities
- Assess member needs and concerns & Advise the City about programs and projects to address real and perceived clean & safe issues

### 2018 Initiatives:

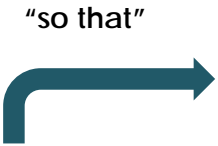
- Partially fund the Ambassador and Clean Team program
- Sponsor ODA's Volunteer in Paint program, spring and fall Downtown Clean-Up
- Maintain cigarette butt collectors



Downtown feels welcoming, safe and attractive to those who visit, work and live here



Downtown Olympia is known as a desirable destination within Thurston County and the State of WA



AND

Community members and visitors come back again and again

AND

Businesses have a voice pertaining to clean & safe issues, as these have consistently been identified as a priority

### Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

# Beautiful Streetscapes

## Public Value Results Map

How my work contributes to the PBIA mission:

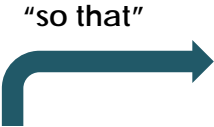
*To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners*

What we do:

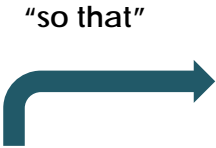
- Fund small projects that contribute to an attractive, welcoming Downtown

### 2018 Initiatives:

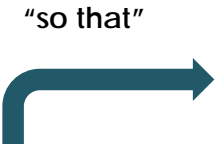
- Hang and maintain flower baskets
- Make a public art investment



Downtown feels welcoming, safe and attractive to those who visit, work and live here



The identity and perception of Downtown is improved within Thurston County and the State of WA



### Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

AND

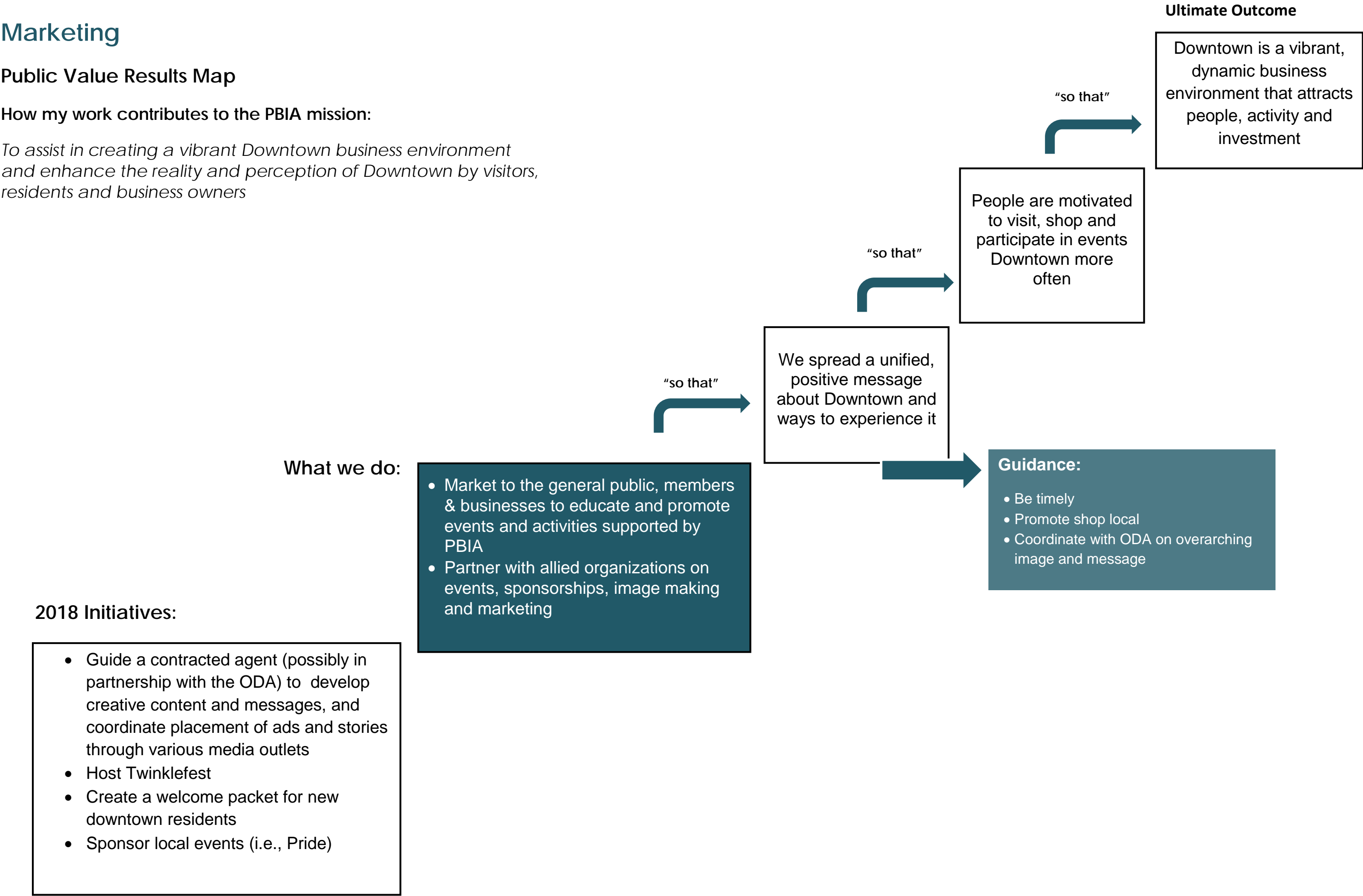
Visitors come back again and again

# Marketing

## Public Value Results Map

How my work contributes to the PBIA mission:

*To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners*



# Parking

## Public Value Results Map

How my work contributes to the PBIA mission:

*To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners*

What we do:

- Educate businesses about the parking strategy – how it aims to make parking more convenient for customers and where employees can and should park
- Gather member feedback and advise the City on parking strategy actions (e.g., priorities for parking lot lighting upgrades)
- Support efforts to design signage and improve parking wayfinding overall
- Encourage business participation in potential programs, such as a parking validation program or free bus passes for employees

Businesses understand and participate in the implementation of the Downtown parking strategy

AND

Businesses continue to have a voice in its implementation

All Downtown users have access to predictable short and long-term parking

- Shoppers
- Theater Patrons
- Employers/Employees
- Residents
- Loading/Unloading

Ultimate Outcome  
Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

# Small Business Support/Resources

## Public Value Results Map

How my work contributes to the PBIA mission:

*To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners*

What we do:

- Educate members about the myriad resources to enhance, support and grow their business
- Help to facilitate and fund business and professional training programs
- Encourage members to participate

Downtown businesses have the tools and trainings they need to be successful

Businesses can stay and thrive in Downtown as the local economy grows

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

Ultimate Outcome

“so that”

“so that”

“so that”

### 2018 Initiatives:

- Promote the myriad small business support resources available in our region through communication functions



## PBIA Advisory Board

### Round Table Discussion

**Agenda Date:** 2/5/2020  
**Agenda Item Number:** 8.A  
**File Number:**20-0029

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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 Specialist, 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

