



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, March 4, 2020

5:30 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [20-0216](#) Approval of February 5, 2020 PBIA Advisory Board Meeting Minutes

Attachments: [Meeting Minutes 020520](#)

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 [20-0205](#) Downtown Ambassadors and Clean Team Update

Attachments: [Ambassador and Clean Team Website](#)

6.B [20-0209](#) 2020 Twinklefest

Attachments: [2019 Twinklefest Cost Sheet](#)

6.C [20-0208](#) 2020 Q1 Event Sponsorships

6.D [20-0217](#) Announcement of 2020 PBIA Board Election Results

Attachments: [Election Result](#)

6.E [20-0207](#) Update on 2020 Downtown Hanging Flower Baskets

Attachments: [Downtown Plant Watering Map](#)

6.F [20-0214](#) Downtown Resident Welcome Packets

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 February 5, 2020 PBIA Advisory Board Meeting Minutes

Agenda Date: 3/4/2020
Agenda Item Number: 3.A
File Number:20-0216

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

Title

Approval of February 5, 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

Wednesday, February 5, 2020

5:30 PM

Council Chambers

1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:29 p.m.

1.A ROLL CALL

Present: 6 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Janis Dean, Boardmember Lyndsay Galariada, Boardmember David Rauh and Boardmember Nathan Rocker

Absent: 1 - Boardmember Johnny Atlas

1.B OTHERS PRESENT

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

Olympia Coffee Roasting Company -
Jeremy Williamson

Nineveh -
Jacob David

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [20-0113](#) Approval of January 8, 2020 PBIA Advisory Board Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Mr. DeJarnatt and Chair Ruse shared announcements.

6. BUSINESS ITEMS

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

Mr. DeJarnatt and boardmembers discussed and finalized the 2020 Work Plan.

Boardmember Rauh moved, seconded by Boardmember Barrett, to approve the adoption of the 2020 Work Plan. The motion passed unanimously.

7. REPORTS - None

8. OTHER TOPICS

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

Boardmembers discussed the possibility of Fred Meyer coming Downtown and the DID zoning.

The discussion was completed.

9. ADJOURNMENT

The meeting was adjourned at 7:08 p.m.



PBIA Advisory Board

Downtown Ambassadors and Clean Team Update

Agenda Date: 3/4/2020
Agenda Item Number: 6.A
File Number:20-0205

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

Title

Downtown Ambassadors and Clean Team Update

Recommended Action

Move to receive the report. Briefing only; No action requested.

Report

Issue:

Whether to receive an update on the onboarding of the Downtown Ambassador and Clean Team program as a City service.

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, CP&D, 360.570.3723

Presenter(s):

Teal Russel, Downtown Ambassador
Katherine Trahan, Downtown Ambassador
Mark Moore, Clean Team Supervisor

Background and Analysis:

The Clean Team is responsible for general upkeep, repair, painting, trash pickup and cleaning in and around public spaces in Downtown Olympia. They work 7 days a week, 7 a.m. - 3 p.m.

Key Services

- Removal of trash and bio-hazard waste
- Graffiti removal
- Sidewalk sweeping, pressure washing and cleaning
- Leaf and vegetation removal
- Assist with ice and snow removal, de-icing and drain clearance
- General upkeep and repairs in public areas
- Flyer removal from City signs and utility boxes

The Clean Team recently launched a rapid response

The Ambassadors provide street outreach, business support and hospitality services to residents, business owners, property owners and visitors to Downtown. They work Tuesday - Saturday, 8:30 a.m. - 4:30 p.m.

Additional assistance from our Communications Services staff has also produced a dedicated web page on the City's website to highlight both the Ambassadors and Clean Team programs. That web address is **attached**.

Neighborhood/Community Interests (if known):

The Ambassadors and Clean Team programs have become an important and well recognized part of the City's efforts to create a clean and safe downtown. Over the past five years the City has received many compliments about the work of the Team and the critical nature of the effort. Continuing challenges downtown illustrate the need for both the Ambassadors and the Clean Team.

Options:

N/A

Financial Impact:

The combined program cost was just below \$800,000 for 2019. The PBIA contributes \$43,500 each year.

Attachments:

Downtown Ambassador and Clean Team Webpage



PBIA Advisory Board

2020 Twinklefest

Agenda Date: 3/4/2020
Agenda Item Number: 6.B
File Number:20-0209

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

Title

2020 Twinklefest

Recommended Action

Discussion of the specific activities and costs associated with 2020 holiday promotion

Report

Issue:

Discussion on the 2020 holiday promotion scope of work.

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, CP&D, 360.570.3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

In 2019 the PBIA budgeted \$14,000 for Twinklefest and holiday promotion. Midyear, the board amended its budget and moved \$5,000 from its holiday promotion budget to the #WhyIGoDowntown marketing campaign. The board proceeded with the holiday promotion with the remaining \$9,000 budget. As seen on the attached Cost Sheet, expenditures exceeded the budget by \$56.07.

Neighborhood/Community Interests (if known):

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

Options:

Discussion only.

Financial Impact:

The PBIA budgeted \$14,000 on Twinklefest and Downtown Holiday promotion.

Attachments:

2019 Holiday Promotion cost sheet

Twinklefest Cost Sheet

Category	Vendor	Detail	Est. Cost	Act. Cost
Marketing	Mixx96	Forty 30 second ads between 5:30 to 22:00 from 12/4-12/23	\$ 1,000.00	\$ 1,000.00
Marketing	Olympian	Half-page Black & White with week-long digital ad	\$ 1,000.00	\$ 750.00
Marketing	Iron Seele	30' banner hang over State Avenue	\$ 700.00	\$ 459.06
Marketing	TBD	Professional photographer - 20-30 streetscape images	\$ 500.00	\$ -
Marketing	Stranger	Eighth Page ad - 45 AD		\$ 275.00
Marketing	City Staff	Poster printing, 15¢ per page	\$ 23.00	\$ -
Lighting	City Staff	Installation materials		\$ 1,821.25
Lighting	City Staff	Installation labor		\$ 1,482.21
Lighting	Lowe's	Retail lighting strands	\$ 200.00	\$ 195.37
Lighting	Temple Lighting	9 additional snowflakes	\$3,371	\$ 3,073.18
Total				\$ 9,056.07



PBIA Advisory Board

2020 Q1 Event Sponsorships

Agenda Date: 3/4/2020
Agenda Item Number: 6.C
File Number:20-0208

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

Title

2020 Q1 Event Sponsorships

Recommended Action

Move to sponsor 2020 events with budgeted event sponsorship funds.

Report

Issue:

Whether to sponsor applicants' events with budgeted event sponsorship funds.

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, CP&D, 360.570.3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

The PBIA's 2020 budget allots \$7000 to Event Sponsorships. Last year, the Board created an event sponsorship request process with the aim to broaden access for organizations needing seed money for their events. The board will review the first of four quarterly application submissions and decide which, if any, to sponsor.

Neighborhood/Community Interests (if known):

Events draw customers downtown and serve as a marketing opportunity for local businesses.

Options:

1. Move to approve sponsorship request(s)
2. Do not approve sponsorship request(s) at this time

Financial Impact:

The PBIA budgeted \$7,000 for 2020 and rolled \$4,000 over from the 2019 budget.

Attachments:

None.



PBIA Advisory Board

Announcement of 2020 PBIA Board Election Results

Agenda Date: 3/4/2020
Agenda Item Number: 6.D
File Number: 20-0217

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

Title

Announcement of 2020 PBIA Board Election Results

Report

Issue:

Announce the results of a recent online election to elect new PBIA Board members.

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, CP&D, 360.570.3723

Presenter(s):

Max DeJarnatt

Background and Analysis:

The PBIA holds an annual election to appoint new Board members. Each member (PBIA rate paying) business is entitled to one vote. An online election was launched November 18th and closed December 1st. The four board members who ran for an additional term were unopposed and subsequently elected. These members are: Janis Dean, David Rauh, Jeffrey Trinin, and Jeremy Williamson.

Neighborhood/Community Interests (if known):

N/A

Options:

Information only.

Financial Impact:

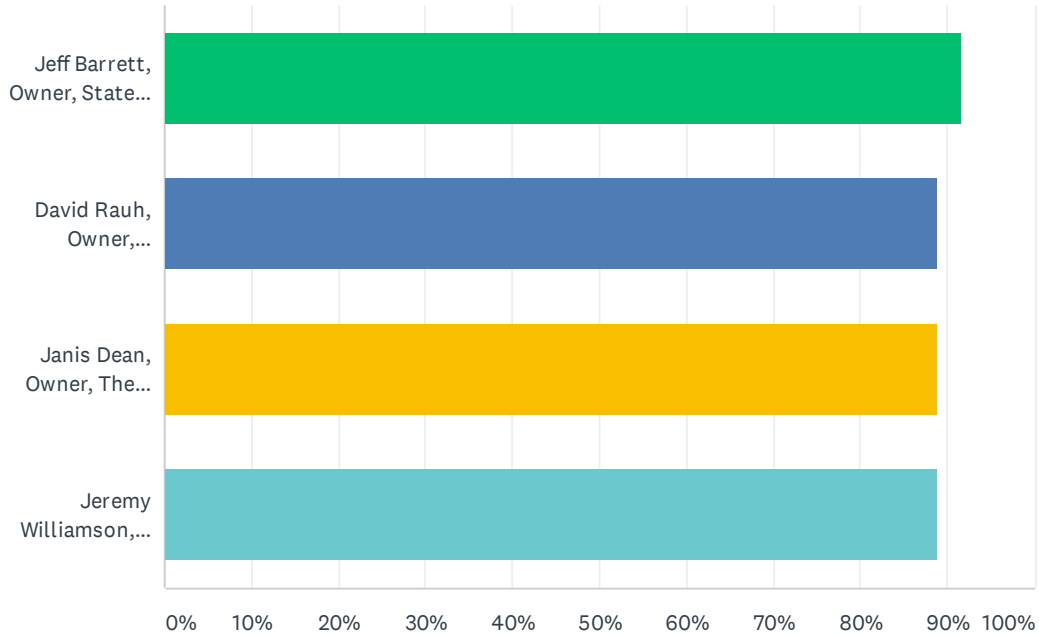
N/A

Attachments:

Election Results

Q3 Please select from the following candidates by placing a check in the box next to the candidate's name. You may select up to all four candidates.

Answered: 36 Skipped: 6



PBIA 2020 Elections

ANSWER CHOICES	RESPONSES	
Jeff Barrett, Owner, State of the Arts Gallery (in operation for 26 years). Jeff's Statement: I have owned State of the Arts Gallery & Gifts since 2017. This is my first experience owning a small business. Prior to this, I was a software developer, system architect, and engineering manager in large multi-national corporations. In addition to my PBIA work, I am active on the ODA's Economic Vitality and Third Thursday committees.	91.67%	33
David Rauh, Owner, KXXO/Mixx96 (in operation since 1990). Dave's Statement: Owning a business in the downtown core comes with some unique and unusual challenges, as I'm sure you all know. I have served on the PBIA Board since its inception and I really enjoy working with this great group of engaged and involved downtown business owners, trying to improve prospects for all the various stakeholders in downtown. Some of the initiatives we've created (such as the Halloween trick-or-treat event in downtown) are very much in line with the community-focused approach we have used to develop events like Wrapping up the Holidays and the Little Red Schoolhouse project. I respectfully ask for your vote to allow me to continue serving on this vital panel, working to make the downtown experience better for all of us! Thanks for your support.	88.89%	32
Janis Dean, Owner, The Popinjay (in operation for 42 years, downtown since 1986). Janis's Statement: I have served on the ODA board for 15 years and then on the PBIA board since its inception. As a volunteer my main focus has been on the flower basket program and the marketing of downtown business area. I believe that we have to make our own thunder so that we, as mostly self employed independent enterprises, create an environment that is healthy for the entire community. The PBIA gives a voice to this effort. There is still work to be done and I would like to continue as a board member for one more term.	88.89%	32
Jeremy Williamson, Employee, Olympia Coffee Roasters (in operation for nine years). Jeremy's Statement: I have worked in specialty coffee and hospitality for 12 years, 10 years of which I have spent helping coffee start-ups with business development, and with continuing training and education. I moved to Olympia a little over two years ago after stents living in Bend, Portland, and Spokane. I moved here in order finish my undergraduate degree in Economics at Evergreen, but like so many, I have fallen in love with the city and have chosen to plant roots here. Last year, my wife and I purchased a house on the Westside that we share with our two dogs and we are excited to learn and grow in Olympia for years to come. My passion lies in the intersection of economic and community development. While I believe the two are in some ways inextricable, I do not think that they are the same. I am excited to be apart of fresh ways to invigorate and re-imagine our unique little city as we embark on the next few years of growth and demographic change. My goal is to help downtown Olympia remain the vital, creative, compassionate, and energetic place that it is, while also encouraging the growth necessary for it to continue to be a wonderful place to work, live, and operate a business. My hope would be to see downtown Olympia continue to develop into a world-class destination for artists, musicians, creatives, and general non-conformists while also maintaining its livability and access to economic mobility through the ease of startups, access to information and funding, and of course, through dynamic, and modern downtown infrastructure. I am most excited to continue engaging in the PBIA through our wonderful downtown beautification projects, our unique and democratic voice in the business community, and our very important community event grants. It would be an honor to continue working with the PBIA as we continue the work of helping downtown Olympia's business environment grow into its tremendous potential. Thank you for your consideration.	88.89%	32
Total Respondents: 36		



PBIA Advisory Board

Update on 2020 Downtown Hanging Flower Baskets

Agenda Date: 3/4/2020
Agenda Item Number: 6.E
File Number: 20-0207

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

Title

Update on 2020 Downtown Hanging Flower Baskets

Recommended Action

Information only. No action required.

Report

Issue:

Discussion of the 2020 Flower Basket program

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, CP&D, 360.570.3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

For the past several years, the PBIA has purchased hanging flower baskets to be hung throughout the City's downtown core. These baskets help to contribute to an inviting and vibrant retail atmosphere and are regularly cited by citizens and business owners who appreciate the PBIA's efforts. The PBIA has previously used probation labor to water the baskets. In 2018 the PBIA changed direction and hired temporary City employees under the direction of Probation Services to provide watering services.

Neighborhood/Community Interests (if known):

The downtown business community has cited hanging flower baskets in past PBIA ratepayer surveys as an amenity that they appreciate and hope to see in the future. Citizens and tourists have also remarked favorably about the program and the beauty it brings to downtown.

Options:

1. Proceed with the purchase of 74 hanging baskets and hire a temporary watering employee for 2020 season
2. Re-imagine hanging flower basket program to include individual basket sponsors/waterers
3. Suspend hanging flower basket program for 2020

Financial Impact:

2020 Flower baskets will be \$4,334. 2019 watering costs were \$15,061. PBIA budgeted a combined \$23,400 for flower baskets in 2020.

Attachments:

Downtown Flower Basket Map

Downtown Plant Watering Map

Red = Singles // Green = Doubles





PBIA Advisory Board

Downtown Resident Welcome Packets

Agenda Date: 3/4/2020
Agenda Item Number: 6.F
File Number:20-0214

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

Title

Downtown Resident Welcome Packets

Recommended Action

Discussion of the activities and costs associated with a 2020 Downtown Resident Welcome Packet

Report

Issue:

Discussion on the 2020 Downtown Resident Welcome Packet

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, CP&D, 360.570.3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

The PBIA Board has identified a desire to connect with new residents of Downtown as more market rate housing is being brought online. The proposed welcome packet consists of a greeting letter from the PBIA Board chair and an "I love Downtown Olympia" button. Packets will be distributed to new residents of Downtown residential housing as identified by the PBIA Board and our partners.

Neighborhood/Community Interests (if known):

The PBIA Board hopes to foster a greater sense of community and neighborhood cohesion by providing information to new residents about Downtown services and amenities.

Options:

Discussion only

Financial Impact:

None.

Attachments:

None.



PBIA Advisory Board

Round Table Discussion

Agenda Date: 3/4/2020
Agenda Item Number: 8.A
File Number:20-0029

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

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

