



# Meeting Agenda

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Max DeJarnatt  
360.570.3723

---

**Wednesday, August 5, 2020**

**5:30 PM**

**Online & Via Phone**

---

**Register to Attend:**

[https://us02web.zoom.us/webinar/register/WN\\_mDnZCJbJSluJNsiRyNDBkA](https://us02web.zoom.us/webinar/register/WN_mDnZCJbJSluJNsiRyNDBkA)

**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

[20-0599](#) Approval of July 1, 2020 PBIA Advisory Committee Meeting Minutes

**Attachments:** [July 1, 2020 Draft PBIA minutes](#)

**4. PUBLIC COMMENT**

*Please submit public comment to [mdejarna@ci.olympia.wa.us](mailto:mdejarna@ci.olympia.wa.us)*

**5. ANNOUNCEMENTS**

**6. BUSINESS ITEMS**

[20-0592](#) Clean Team Update

**Attachments:** [Ambassador & Clean Team Webpage](#)

[20-0593](#) 2020 Q2 Event Sponsorships

**Attachments:** [Bridge Music Project Application](#)

[20-0595](#) 2020 Twinklefest

**Attachments:** [2019 Twinklefest Cost Sheet](#)

[20-0597](#) Recruiting New Board Members

[20-0596](#) Draft 2021 Budget

**Attachments:** [PBIA Budget v Actual](#)

**7. REPORTS**

**8. OTHER TOPICS**

[20-0598](#) 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 July 1, 2020 PBIA Advisory Committee Meeting Minutes**

**Agenda Date:** 8/5/2020  
**Agenda Item Number:**  
**File Number:**20-0599

---

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

---

#### **Title**

Approval of July 1, 2020 PBIA Advisory Committee Meeting Minutes



# Meeting Minutes - Draft

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Max DeJarnatt  
360.570.3723

---

**Wednesday, July 1, 2020**

**5:30 PM**

**Online and via phone**

---

**Register to Attend:**

[https://us02web.zoom.us/webinar/register/WN\\_u9F1rGb5S1yFlmuo7C2q9g](https://us02web.zoom.us/webinar/register/WN_u9F1rGb5S1yFlmuo7C2q9g)

**1. CALL TO ORDER**

Chair Ruse called the meeting to order at 5:31 p.m.

**1.A ROLL CALL**

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

**Absent:** 2 - Boardmember Johnny Atlas and Boardmember Nathan Rocker

**1.B Others Present**

City of Olympia Community Planning and Development Staff:

Economic Development Director Mike Reid  
PBIA Staff Liaison Max DeJarnatt

**2. APPROVAL OF AGENDA**

**The agenda was approved.**

**3. APPROVAL OF MINUTES**

- 3.A** [20-0530](#) Approval of March 4, 2020 Parking & Business Improvement Area Advisory Committee Meeting Minutes

**The minutes were approved.**

- 3.B** [20-0531](#) Approval of April 15, 2020 Parking & Business Improvement Area Advisory Committee Meeting Minutes

**The minutes were approved.**

**4. PUBLIC COMMENT**

None

**5. ANNOUNCEMENTS**

Mr. Reid shared an announcement regarding City Hall reopening and updated the Committee about staffing changes.

**6. BUSINESS ITEMS****6.A**     [20-0527](#)     Downtown Economic Recovery

Mr. Reid shared a Powerpoint presentation regarding Downtown Economic Recovery.

**The discussion was completed.**

**6.B**     [20-0528](#)     Update on PBIA Workplan

Mr. DeJarnatt shared an update on the PBIA Workplan.

**The discussion was completed.**

**7. REPORTS**

None

**8. OTHER TOPICS****8.A**     [20-0529](#)     Round Table Discussion

Boardmembers discussed a recommendation to Council to recognize the Clean Team for exemplary work cleaning graffiti. Boardmembers also discussed businesses reopening, possible ordinance and bylaw changes, and outreach to recruit new Boardmembers.

**The discussion was completed.**

**9. ADJOURNMENT**

The meeting was adjourned at 7:30 p.m.



## PBIA Advisory Board

### Clean Team Update

**Agenda Date:** 8/5/2020  
**Agenda Item Number:**  
**File Number:**20-0592

---

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

---

#### Title

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 Clean Team program as a City service.

#### Staff Contact:

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

#### Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

#### 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 unit.

Additional assistance from our Communications Services staff has also produced a dedicated web

page on the City's website to highlight the Clean Team program. That web address is **attached**.

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

The 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 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:**

Clean Team Webpage



## PBIA Advisory Board

### 2020 Q2 Event Sponsorships

**Agenda Date:** 8/5/2020  
**Agenda Item Number:**  
**File Number:**20-0593

---

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

---

**Title**

2020 Q2 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:**

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 authorized sponsorship of four Q1 applicants. Two of those four rescinded their applications due to COVID-19. The total committed to the remaining projects is \$1,750, leaving \$9,250 for Q2-4. The board will review the second 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.



---

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

---

**Attachments:**

Bridge Music Project Application

#1

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, July 09, 2020 1:34:37 PM  
**Last Modified:** Thursday, July 09, 2020 1:50:40 PM  
**Time Spent:** 00:16:02

---

Page 1: Sponsorship Form

**Q1**

Please enter project information

Project Name	Party at the Lot (Drive In Concert)
Sponsoring Organization	The Bridge Music Project
Sponsoring Org's UBI ("none" if org. is unregistered)	604128319

---

**Q2**

Please enter contact information

Contact Name	Bobby Williams
Contact Phone Number	
Contact Email Address	

---

**Q3**

Please enter project information

Project Location	Isthmus Park
Project Date/Time	8/21/20- 7pm

---

**Q4**

Please provide a brief description of your project

For the last five years The Bridge has hosted our annual summer concerts, providing opportunities to youth and drawing crowds from across Thurston County. This year in the spirit of safety and innovation The Bridge will be hosting our first ever Drive-In Concert. This event will feature youth artists from The Bridge alongside popular regional musicians. The show will be held August 21st Isthmus Park in Downtown, Olympia for an audience who will be watching from the comfort of their cars.

---

**Q5**

How will your project be marketed?

This event will be marketed using social media (videos and images), posters and a press release (sent to the Olympian and Thurston Talk, among others.)

---

**Q6**

Who is participating (as artists, or performers, etc.)

Youth from The Bridge Music Project

We are still waiting final confirmation from another band for the show.

---

**Q7**

Who is the intended audience?

Youth from The Bridge Music Project

We are still waiting final confirmation from another band for the show.

---

**Q8**

What is your approximate full budget for the project?

\$6,000

---

**Q9**

Who else is sponsoring this project?

Olympia Federal Savings Bank- Confirmed

Molina Health- Confirmed

West Olympia Rotary- Pending

The Olympia Downtown Alliance-Pending

---

**Q10**

**Sponsorship Level A (\$1,000)**

The PBIA provides a limited number of sponsorships at each of three levels. Which level of sponsorship are you seeking? (check one)

---

**Q11**

**Yes**

Would you accept a sponsorship at a lower level? (Check one)

---

**Q12**

How did you hear about this PBIA Sponsorship opportunity?

The PBIA has supported our work in the community for the last 4 years.

---

**Q13**

Further Information: Is there anything else you would like us to see or know? You can attach additional information including links to web sites (pictures of past events, further event description, etc.) by sending it via email to [pbia@ci.olympia.wa.us](mailto:pbia@ci.olympia.wa.us)

Here is a video re-cap from the 2018 Bridge Summer Concert Series. <https://youtu.be/UX6MmQ0hnZo>

---

**From:** [Bobby Williams](#)  
**To:** [Max DeJarnatt](#)  
**Subject:** Bridge Music Project Request  
**Date:** Tuesday, July 14, 2020 12:31:15 PM

---

**External Email Alert!**

This email originated from a source outside of the City's network. Use caution before clicking on links or opening attachments.

Hi Max,

I wanted to follow up and see if it is possible for The Bridge Music Project to request \$2,000 in support of our Drive-In concert. This would be consistent with last year's support for the summer concert series. We thank the PBIA for their consideration!

--

**Bobby Williams**  
The Bridge Music Project, Director  
(574)309-1484  
[www.BridgeMusicProject.org](http://www.BridgeMusicProject.org)

**From:** [Bobby Williams](#)  
**To:** [Max DeJarnatt](#)  
**Subject:** Re: Bridge Music Project Request  
**Date:** Wednesday, July 29, 2020 3:42:13 PM

---

**External Email Alert!**

This email originated from a source outside of the City's network. Use caution before clicking on links or opening attachments.

Hi Max,

Below is an updated description of our event. If you need anything else from our end please let me know. Thank you!

--

For the last five years, The Bridge Music Project has hosted our annual summer concerts, providing opportunities to youth and drawing crowds from across Thurston County. This year in the spirit of safety and innovation The Bridge will be hosting our first ever virtual concert!

This event will feature youth artists from The Bridge performing from the rooftop of the Washington Center for the Performing Arts. The show will be professionally filmed on Aug 21<sup>st</sup> and will premier online on Aug 28<sup>th</sup>. This event will provide youth who are going through a difficult time with a once in a lifetime performance experience, showcase them as important contributors to our community, and highlight Downtown Olympia.

The concert will also feature a special celebrity introduction from radio host and media personality, Charlamagne tha God. Charlamagne has already recorded his introduction for the concert which can be found at [REDACTED]. (Please keep this link private.)

The concert will be marketed using social media (videos and images), posters and a press release (sent to the Olympian and Thurston Talk, among others.) Funds from the PBIA will be used to support video/ audio production cost, facility rental, staffing, and needed equipment.

--

**Bobby Williams**  
The Bridge Music Project, Director  
(574)309-1484  
[www.BridgeMusicProject.org](http://www.BridgeMusicProject.org)

On Wed, Jul 29, 2020 at 9:01 AM Max DeJarnatt <[mdejarna@ci.olympia.wa.us](mailto:mdejarna@ci.olympia.wa.us)> wrote:

Hi Bobby,

Feel free to send me an email amending your original request. I can consolidate the requests for the board's consideration next Wednesday.

Thanks,

**Max DeJarnatt** | Parking Program Analyst

Community Planning & Development

City of Olympia

601 4<sup>th</sup> Ave E.

Olympia, WA 98501

Office: 360.570.3723

[olympiawa.gov/parkingstrategy](http://olympiawa.gov/parkingstrategy)

This email is subject to public disclosure

---

**From:** Bobby Williams <[bobby@bridgemusicproject.org](mailto:bobby@bridgemusicproject.org)>

**Sent:** Tuesday, July 14, 2020 12:31 PM

**To:** Max DeJarnatt <[mdejarna@ci.olympia.wa.us](mailto:mdejarna@ci.olympia.wa.us)>

**Subject:** Bridge Music Project Request

**External Email Alert!**

This email originated from a source outside of the City's network. Use caution before clicking on links or opening attachments.

Hi Max,

I wanted to follow up and see if it is possible for The Bridge Music Project to request \$2,000 in support of our Drive-In concert. This would be consistent with last year's support for the summer concert series. We thank the PBIA for their consideration!

--

**Bobby Williams**

The Bridge Music Project, Director

(574)309-1484

[www.BridgeMusicProject.org](http://www.BridgeMusicProject.org)





## PBIA Advisory Board

### 2020 Twinklefest

**Agenda Date:**  
**Agenda Item Number:**  
**File Number:**20-0595

---

**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):**

Danielle Ruse, PBIA Board Chair

**Background and Analysis:**

In order to successfully promote Downtown as a welcoming place during the winter holidays, the board will discuss promotional materials and other scope of work for the Twinklefest promotion.

**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
<b>Total</b>				<b>\$ 9,056.07</b>



## PBIA Advisory Board

### Recruiting New Board Members

**Agenda Date:** 8/5/2020  
**Agenda Item Number:**  
**File Number:**20-0597

---

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

---

#### **Title**

Recruiting New Board Members

#### **Recommended Action**

Information only. No action requested.

#### **Report**

##### **Issue:**

Discussion on recruiting new board members.

#### **Staff Contact:**

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

#### **Presenter(s):**

Max DeJarnatt, Staff Liaison

#### **Background and Analysis:**

Olympia Municipal Code 3.62.130 reads:

“The Board shall consist of an odd number totaling at least 15 member representatives of Ratepayers representing a diversity of business classifications, interests, and viewpoints within the PBIA”

Currently there are seven active board members. Of the eight remaining open seats there are four which expire at the end of 2020, two which expire at the end of 2021, and two which expire at the end of 2022. To recruit new membership, staff will solicit applications via email to the ratepayer list. Applications will be reviewed at the board’s September meeting, and any appointees will begin their appointed term in October.

The Board will discuss which of the open positions ought to be filled with appointees.

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

N/A

#### **Options:**

1. Recruit board members for all open positions

---

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

---

2. Recruit board members for some open positions
3. Do not recruit board members at this time

**Financial Impact:**

N/A

**Attachments:**

None



## PBIA Advisory Board

### Draft 2021 Budget

**Agenda Date:** 8/5/2020  
**Agenda Item Number:**  
**File Number:**20-0596

---

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

---

#### Title

Draft 2021 Budget

#### Report

##### Issue:

Review Draft 2021 Budget

#### Staff Contact:

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

#### Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

#### 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 2020 assessment was \$117,000. The City's Finance Director reported that uncollected assessments is close to \$34,000. This is in some part due to the assessment deferral program begun in March to address hardship due to the COVID-19 pandemic, as delinquency notices have not yet been mailed. However, Finance is estimating a 15% reduction in assessments because of closures. Therefore, staff is recommending setting the budget at \$99,450 for 2021.

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.

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

PBIA Ratepayers

---

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

---

**Financial Impact:**

PBIA's anticipated 2020 budget is \$99,450

**Attachments:**

2020 Budget vs Actual

**PBIA - 2020 Budget**

Adopted Nov 12, 2019

<b>Category</b>	<b>Bin</b>	<b>Budgeted</b>	<b>Actual</b>
Ambassadors & Clean Team	Clean & Safe	\$43,500	\$29,000
Mural protection	Clean & Safe	\$1,500	\$0
Extra alley flushings	Clean & Safe	\$1,200	\$0
Flower baskets	Streetscape Beautification	\$5,400	\$4,334
Flower basket watering	Streetscape Beautification	\$18,000	\$2,526
Art/photos in windows	Streetscape Beautification	\$2,500	\$0
Holiday lighting & Twinklefest	Marketing	\$14,000	\$459
Event sponsorships	Marketing	\$7,000	\$750
Administration	Administration	\$2,000	\$27
Contingency	Contingency	\$4,900	\$0
<b>TOTAL BUDGET</b>		<b>\$100,000</b>	<b>\$37,096</b>



## PBIA Advisory Board

### Round Table Discussion

**Agenda Date:** 8/5/2020  
**Agenda Item Number:**  
**File Number:**20-0598

---

**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



