



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, September 2, 2020

5:30 PM

Online and via phone

Register to attend:

https://us02web.zoom.us/webinar/register/WN_JVLBaJQQFmdVdeKL0bqFQ

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [20-0667](#) Approval of August 5, 2020 PBIA Advisory Committee Meeting Minutes

Attachments: [Draft PBIA Minutes 08052020](#)

4. PUBLIC COMMENT

Please submit public comment to mdejarna@ci.olympia.wa.us

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A [20-0669](#) Draft 2021 Budget

Attachments: [PBIA Budget v Actual](#)

6.B [20-0672](#) Board Member Appointment

Attachments: [Alana Carr Letter of Interest](#)
[Heather Chambers Letter of Interest](#)
[Konrad Bruns Letter of Interest](#)

6.C [20-0671](#) Formation of a Nomination Committee for Upcoming Elections

6.D [20-0673](#) 2020 Twinklefest

Attachments: [2019 Twinklefest Cost Sheet](#)

7. REPORTS

8. OTHER TOPICS**8.A** [20-0668](#) Round Table Discussion**9. ADJOURNMENT****Accommodations**

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City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8244

PBIA Advisory Board

Approval of August 5, 2020 PBIA Advisory Committee Meeting Minutes

Agenda Date: 9/2/2020
Agenda Item Number: 3.A
File Number:20-0667

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

Title

Approval of August 5, 2020 PBIA 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, August 5, 2020

5:30 PM

Online & Via Phone

Register to Attend:

https://us02web.zoom.us/webinar/register/WN_mDnzCJbjSluJNsiRyNDBkA

1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:30 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

Excused: 1 - Boardmember Johnny Atlas

1.B Others Present

Community Planning and Development Parking Program Analyst Max DeJarnatt

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

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

The minutes were approved.

4. PUBLIC COMMENT

None

5. ANNOUNCEMENTS

Mr. DeJarnatt shared announcements regarding Nathan Rocker's resignation from the Board and several City program updates.

6. BUSINESS ITEMS

[20-0592](#) Clean Team Update

The discussion was completed.

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

Boardmember Rauh moved, seconded by Boardmember Dean to sponsor Bridge Music Project at \$1,000.00. The motion carried by the following vote:

Aye: 5 - Chair Ruse, Vice Chair Barrett, Boardmember David, Boardmember Dean and Boardmember Rauh

Excused: 1 - Boardmember Atlas

[20-0595](#) 2020 Twinklefest

The discussion was completed.

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

The discussion was completed.

[20-0596](#) Draft 2021 Budget

Boardmember Rauh moved, seconded by Boardmember Dean to approve \$99,450.00 as the 2021 annual PBI Budget. The motion carried by the following vote:

Aye: 5 - Chair Ruse, Vice Chair Barrett, Boardmember David, Boardmember Dean and Boardmember Rauh

Excused: 1 - Boardmember Atlas

7. REPORTS

None

8. OTHER TOPICS

[20-0598](#) Round Table Discussion

Boardmember Dean discussed the flower baskets, Boardmember Rauh and Chair Ruse discussed Mask Up posters, and Chair Ruse discussed receiving a Thurston County COVID grant.

The discussion was completed.

9. ADJOURNMENT

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



PBIA Advisory Board

Draft 2021 Budget

Agenda Date: 9/2/2020
Agenda Item Number: 6.A
File Number: 20-0669

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

Title

Draft 2021 Budget

Report

Issue:

Finalize 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.

At its August 5th meeting the board voted to approve \$99,450 as its 2021 budget and will consider any changes to its programming needs within the overall budget.

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

Options:

1. Finalize draft budget and forward to City Council
2. Do not forward to City Council at this time

Financial Impact:

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

Attachments:

2020 Budget vs Actual

PBIA - 2020 Budget

Adopted Nov 12, 2019

Category	Bin	Budgeted	Actual
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
TOTAL BUDGET		\$100,000	\$37,096



PBIA Advisory Board

Board Member Appointment

Agenda Date: 9/2/2020
Agenda Item Number: 6.B
File Number: 20-0672

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

Title

Board Member Appointment

Recommended Action

Move to appoint new board members

Report

Issue:

Whether to appoint new board members to 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:

In August, at the request of the PBIA board, city staff emailed ratepayers a nominating committee was formed to solicit potential board candidates for the 2020 election. Three people responded to the request:

- Alana Carr of Captain Little
- Heather Chambers of Burial Grounds
- Konrad Bruns of Stellar Juice

Each has provided the board with a letter of interest (attached)

Neighborhood/Community Interests (if known):

N/A

Options:

1. Appoint new members to term ending December 31st, 2020
2. Appoint new members to terms ending in following years
2. Do not appoint new members at this time.

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

Financial Impact:

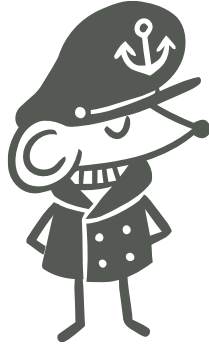
None.

Attachments:

Alana Carr Letter of Interest

Heather Chambers Letter of Interest

Konrad Bruns Letter of Interest



August 25, 2020

Hi Max,

I am interested in rejoining the PBIA board to fill one of the vacant seats through the end of this year, with a particular interest in contributing to the conversations regarding small downtown business and Covid-19 through this holiday season. I am co-owner of Captain Little, which has been open in downtown since 2014, and part owner of Compass Rose, which has been open in downtown for over 20 years.

Thank you so much, please let me know if you would like any additional information from me.

Warmly,

Alana

alana.captainlittle@gmail.com

Dear PBIA Board,

I am one of the owners of Burial Grounds Coffee, which has been a part of our great downtown business community for the last 10 years, and I am writing to express my interest in serving on the PBIA board. Currently, I have 1 year of volunteer board experience with the Asia Northwest Cultural Education Association, and 10+ years volunteer experience in live events with a focus on public relations and communication. Civil service, dedication, and a willingness to do the work are important to keep any community thriving, and I see the PBIA as one of the ways I can continue to serve my downtown community. As a resident of downtown Olympia for the last 5 years, I feel I have valuable additional perspective on the importance of maintaining a vibrant downtown which is welcoming to all. In that regard, I am particularly passionate about working with the rest of the board as a communication link between the City of Olympia and PBIA ratepayer businesses.

I look forward to hearing from you,

Heather Chambers

Konrad Bruns
623 5th Ave SE
Olympia, WA 98501

August 18th, 2020

Dear PBIA Board,

I found that you have empty seats on your 2020 PBIA board through a posting from a fellow local business owner.

I am Konrad Bruns, owner of Stellar Juices, L.L.C. behind city hall. I have operated this business with my partner, Nate, since 2018. We are, like so many other small business owners, learning to adapt to the changes that are present in the world right now. Thus far we have fared well in our mission to continue providing consistently for our community in a time that does not honor consistently on most levels. We are challenging ourselves daily to find ways to stay true to our business model of community education while taking on the extra demands of the pandemic. Like so many other small business owners.

I have a history of providing for my community which include giving back daily to the elders of our community through my current work as a geriatric social worker, taking on the school to prison pipeline by advocating and lobbying self-written policies on the Capital Campus to our representatives and senators which passed into law, I have given myself to counseling pregnant women going through drug addiction as part of Behavioral Health Resources and I have served our prison populace by leading college courses at Clallam Bay, Stafford Creek, and the Washington Correction Center.

Therefore, I am submitting my interest in the PBIA board positions available. I can work fairly and discerningly with other members to ensure the continued success and advocacy of the board and its members. I will serve to strengthen existing community ties alongside the board members to bring Olympia the support, service, and consistency our community deserves.

Yours Sincerely,

Konrad Bruns
Stellar Juices



PBIA Advisory Board

Formation of a Nomination Committee for Upcoming Elections

Agenda Date: 9/2/2020
Agenda Item Number: 6.C
File Number: 20-0671

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

Title

Formation of a Nomination Committee for Upcoming Elections

Recommended Action

Move to establish a nominating committee to solicit prospective new PBIA advisory board members to stand for election in November. Name the members.

Report

Issue:

The Board needs to establish a nominating committee to solicit prospective new PBIA advisory board members to stand for election in November.

Staff Contact:

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

Presenter(s):

Max DeJarnatt

Background and Analysis:

Tonight, the PBIA needs to determine 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 should also identify a lead for this committee.

There is no obligation for the nominating Committee to meet together, although it may be helpful to do so to ensure clarity about their role, expectations and timelines, for which staff can provide support. The Committee should report back to the PBIA Board at the October meeting with information about which ratepayers will be included in the election in November.

There are currently eight (8) open positions. Of those, five are expiring at the end of 2020. These positions will be need to be filled by a vote of the ratepayers in December. Of the remaining three, two expire at the end of 2021, and the last expires at the end of 2022. The board may appoint members to these positions at any time up until the term end.

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 Program Manager (i.e., Economic Liaison Mark Rentfrow)
- 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:

Move to establish a nominating committee to solicit prospective new PBIA advisory board members to stand for election in November. Name the members.

Financial Impact:

N/A

Attachments:

PBIA Ordinance (weblink)
PBIA Bylaws (weblink)



PBIA Advisory Board

2020 Twinklefest

Agenda Date: 9/2/2020
Agenda Item Number: 6.D
File Number:20-0673

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.

Board Chair Ruse met with city staff and Downtown Alliance Executive Director Todd Cutts to create a scope for Twinklefest and will report back to the board.

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

Round Table Discussion

Agenda Date: 9/2/2020
Agenda Item Number: 8.A
File Number: 20-0668

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

