



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, October 7, 2020

5:30 PM

Online & via phone

Register to attend:

https://us02web.zoom.us/webinar/register/WN_cMohJe80S86KI9FwOfHQYg

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

[20-0781](#) Approval of September 2, 2020 PBIA Advisory Committee Meeting Minutes

Attachments: [September 2, 2020 PBIA Draft Minutes](#)

[20-0782](#) Approval of September 15, 2020 PBIA Advisory Committee Meeting Minutes

Attachments: [September 15, 2020 PBIA Draft Minutes](#)

4. PUBLIC COMMENT

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

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

[20-0765](#) Board Member Appointment

Attachments: [Melissa Hammond Letter of Interest](#)

[Anne Gavzer Letter of Interest](#)

[Oliver Stormshak - Letter of Interest](#)

[20-0764](#) Briefing on PBIA Ordinance and Bylaws

Attachments: [Link to Ordinance](#)

[Link to Bylaws](#)

[20-0766](#) Discussion of Quarterly Survey

[20-0779](#) Wander Olympia's Waterfront story map

7. REPORTS**8. OTHER TOPICS**

[20-0780](#) 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 September 2, 2020 PBIA Advisory Committee Meeting Minutes

Agenda Date: 10/7/2020
Agenda Item Number:
File Number:20-0781

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

Title

Approval of September 2, 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.



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

PBIA Advisory Board

Approval of September 15,2020 PBIA Advisory Committee Meeting Minutes

Agenda Date: 10/7/2020
Agenda Item Number:
File Number:20-0782

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

Title

Approval of September 15,2020 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

Tuesday, September 15, 2020

5:30 PM

Online and via phone

Special meeting

Register to attend:

https://us02web.zoom.us/webinar/register/WN_7TAqhOxaRrCe-Njej_r4Mw

1. CALL TO ORDER

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

1.A ROLL CALL

Present: 6 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Konrad Bruns, Boardmember Alana Carr, Boardmember Jacob David and Boardmember David Rauh

Absent: 3 - Boardmember Johnny Atlas, Boardmember Heather Chambers and Boardmember Janis Dean

2. APPROVAL OF AGENDA

The agenda was approved.

3. PUBLIC COMMENT - None

4. BUSINESS ITEMS

4.A [20-0701](#) Love Oly- Shop & Dine Week Sponsorship Request

Boardmember Barrett moved, seconded by Boardmember Bruns, to sponsor Love Oly - Shop & Dine Week at the Supporting Sponsor Level of \$985.

The discussion was completed.

5. ADJOURNMENT

The meeting was adjourned at 6:03 p.m.



PBIA Advisory Board Board Member Appointment

Agenda Date: 10/7/2020
Agenda Item Number:
File Number:20-0765

Type: decision **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 and were each appointed at the board's September meeting. Since that meeting, the board's nominating committee has done outreach to invite additional business owners onto the board. Of the remaining vacancies, there are two with terms expiring at the end of this year, two expiring at the end of 2021, and two expiring at the end of 2022. Each of the applicants have expressed interest in being appointed immediately and running for a subsequent term. They are:

- Melissa Hammond of the Brotherhood Lounge
- Anne Gazver of Lark
- Oliver Stormshak of Olympia Coffee Roasters

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

Neighborhood/Community Interests (if known):

N/A

Options:

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

1. Appoint the three applicants to vacated PBIA board positions
2. Do not appoint applicants at this time.

Financial Impact:

None.

Attachments:

Melissa Hammond Letter of Interest

Anne Gazver Letter of Interest

Oliver Stormshak Letter of Interest

September 8, 2020

Dear PBIA Board members,

I wanted to introduce myself to those of you who don't already know me and express my interest in joining the PBIA board. My name is Melissa Hammond and I manage and co-own the Brotherhood Lounge in the Labor Temple downtown. I moved to Olympia in 2008 and have been a member of the downtown business community since. I am hoping to invest my time into the progress and sustainability of downtown Olympia. I think the PBIA would be a good fit for me because I represent a nighttime business with different concerns and perspectives of our downtown community and am a parent wanting a vibrant downtown for my tiny human to grow up with.

Sincerely yours,

Melissa Hammond

The Brotherhood Lounge



PBIA Advisory Board

Briefing on PBIA Ordinance and Bylaws

Agenda Date: 10/7/2020
Agenda Item Number:
File Number:20-0764

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

Title

Briefing on PBIA Ordinance and Bylaws

Report

Issue:

First discussion to establish a scope of potential changes to the PBIA Ordinance and Bylaws

Staff Contact:

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

Presenter(s):

Max DeJarnatt

Background and Analysis:

The PBIA's 2020 Work Plan includes the following two actions:

2.1 Provide input re: potential update to PBIA Ordinance

PBIA Role: Provide input to City Council re: the scope of necessary changes, and potentially make more specific recommendations if requested by Council

Deliverable: Input to staff & Council

2.2 Review & update PBIA Bylaws

PBIA Role: Scope, consider and adopt potential changes to PBIA bylaws

Deliverable: Updated bylaws

Staff will provide an overview of potential changes that should be considered, and then open for discussion of other ideas. There will be more opportunity to discuss the scope of changes at future meetings. Ultimately, the City Council has the authority to make changes to the ordinance, and the PBIA Board has the authority to make changes to its bylaws.

Neighborhood/Community Interests (if known):

N/A

Options:

Briefing and discussion only.

Financial Impact:

Included in CP&D's base budget.

Attachments:

[Link to Ordinance](#)

[Link to Bylaws](#)



PBIA Advisory Board

Discussion of Quarterly Survey

Agenda Date: 10/7/2020
Agenda Item Number:
File Number:20-0766

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

Title

Discussion of Quarterly Survey

Recommended Action

Whether to launch a survey in the Fall.

Report

Issue:

Whether to launch a survey for ratepayers.

Staff Contact:

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

Presenter(s):

Max DeJarnatt

Background and Analysis:

The PBIA's recommended work plan includes this item:

“Survey Downtown Businesses: Gauge the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBIA and City efforts.

PBIA Role: Develop short 3-question surveys that will be sent quarterly to members online; establish a “suggestion box” - both physical and online - to constantly gather member feedback.

Deliverable: Survey results and other comments received will be provided to City Council through quarterly reports given to the General Government Committee”

Staff recommends questions be germane to the role of the PBIA. These surveys are an opportunity to gather input to help steer PBIA funds and efforts. We should exercise caution with any questions about broader City efforts or complex challenges wherein there is a risk of setting false expectations with the downtown business community about the role of PBIA. Be cautious about asking leading questions, and questions about any specific place of business or operation in the downtown are not advised.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Move to direct staff to launch a short survey for ratepayers within this month.
2. Move to not launch a survey at this time.

Financial Impact:

None identified.

Attachments:

N/A



PBIA Advisory Board

Wander Olympia's Waterfront story map

Agenda Date: 10/7/2020
Agenda Item Number:
File Number:20-0779

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

Title

Wander Olympia's Waterfront story map

Recommended Action

Information only. No action requested.

Report

Issue:

View the final draft of the Wander Olympia's Waterfront story map.

Staff Contact:

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

Presenter(s):

N/A

Background and Analysis:

Staff will share the final draft of the Wander Olympia's Waterfront story map. The web application shows amenities along the "Big W" waterfront from West Bay Park to Priest Point Park.

Neighborhood/Community Interests (if known):

N/A

Options:

N/A

Financial Impact:

N/A

Attachments:

N/A



PBIA Advisory Board

Round Table Discussion

Agenda Date: 10/7/2020
Agenda Item Number:
File Number:20-0780

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

From: [Lark](#)
To: [Max DeJarnatt](#)
Subject: PBIA Board intro letter
Date: Thursday, September 10, 2020 6:41:32 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.

Hello PBIA Board-

My name is Anne Gavzer and I am the owner of Lark on 5th SW. We are a women's clothing and accessories boutique.

I had a similar shop in Seattle's Belltown for 23 years called Endless Knot.

I signed a lease in December, moved to Olympia in March and had high hopes of opening my shop in April. Oh well. That didn't exactly work out.

Though I am new to the downtown business scene I have been peripherally connected to Olympia for many years. I went to Evergreen in the early 1980's. I still have many friends here from those days. But perhaps most importantly my husband of 11 years lives here. When we got together I stayed in Seattle for my business. He wasn't leaving Olympia for Seattle (ever!) and he was equally and deeply connected in Olympia. He is an original (and still on staff) collective staff member at Oly Food Coop. So back to Olympia I finally came.

People warned me about opening a business downtown. I heard many folks say that they never go downtown anymore. They complained about the homeless population, parking fees, dirty streets....whatever. I understand these concerns but they are not enough to dissuade me. Downtown is the only place I would want to be. I can't imagine being in a mall or some other sterile locale.

As a shop owner in Belltown for so many years I feel well versed in the dynamics of operating in a neighborhood with multiple and sometimes conflicting needs and perspectives. Downtown Olympia has many of the same challenges and charms as my location in Belltown.

I am interested in serving on the PBIA board for several reasons. I look forward to the opportunity to connect with other independent business owners. I'd like to be part of the discussion on how to make downtown less scary to people. I'd like to work with people who are addressing the issues of homelessness in a compassionate and thoughtful way.

Business is super tough these days, and like most of us I am really struggling to make a go of it. Opening a new shop in the midst of a pandemic was definitely not one of the challenges I was prepared to take on, on top of the "downtown issues". But I feel very committed to finding my way thru and perhaps I can be helpful to others doing the same.

Thanks for considering me for your Board.

Anne Gavzer

Lark
(360) 878-8806
larklarkgoose@gmail.com

From: [Oliver Stormshak](#)
To: [Max DeJarnatt](#)
Subject: Re: PBIA
Date: Tuesday, September 8, 2020 6:09:17 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.

My name is Oliver

I own Olympia Coffee Roasting. I've been downtown working in retail coffee since 2000.

I think it's important to give back to our community and be involved with shaping its future from the inside. I see that participation is everyone's duty.

Oliver

On Tue, Sep 8, 2020 at 3:56 PM Max DeJarnatt <mdejarna@ci.olympia.wa.us> wrote:

Hi Oliver,

Thanks great that you're interested in joining. If you're amenable, I can add you to their October agenda to be appointed. You can finish the term and run for election for the following 3 year term. I will just need an introduction letter including your name, business, how long you've been downtown, and something about your interest in joining the board.

Thanks!

Max DeJarnatt | Parking Program Analyst

Community Planning & Development

City of Olympia

601 4th Ave E.

Olympia, WA 98501

Office: 360.570.3723

olympiawa.gov/parkingstrategy

This email is subject to public disclosure

From: Oliver Stormshak <oliver@olympiacoffeeroasting.com>
Sent: Tuesday, September 8, 2020 11:54 AM
To: Max DeJarnatt <mdejarna@ci.olympia.wa.us>
Subject: PBIA

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

Max,

Writing to you to express my interest in joining the PBIA board.

Let me know what the next steps are?

Oliver

--



Oliver Stormshak

Co-Owner, CEO, Green Coffee Buyer

Olympia Coffee and Le Réve Bakery

360-753-0066

WhatsApp 0013609513071

--



Oliver Reed Stormshak

Co-Owner, CEO, Green Coffee Buyer

Olympia Coffee and Le Réve Bakery

360-753-0066

WhatsApp 0013609513071