



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, January 13, 2021

5:30 PM

Online and via phone

Meeting Link:

[https://us02web.zoom.us/j/89956962143?](https://us02web.zoom.us/j/89956962143?pwd=WxzLMWhyMIZJYjVKRlIZUR5dHVWUT09)
[pwd=WxzLMWhyMIZJYjVKRlIZUR5dHVWUT09](https://us02web.zoom.us/j/89956962143?pwd=WxzLMWhyMIZJYjVKRlIZUR5dHVWUT09)

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [21-0041](#) Approval of December 2, 2020 PBIA Advisory Committee Meeting Minutes

Attachments: [DraftMinutes12022020](#)

4. PUBLIC COMMENT

Send emails to mdejarna@ci.olympia.wa.us

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A [21-0042](#) PBIA Advisory Committee Vice Chair position vacancy

Attachments: [Hyperlink](#)

6.B [21-0043](#) 2021 PBIA Meeting Dates

Attachments: [Meeting dates](#)

6.C [21-0044](#) PBIA Ordinances updates

Attachments: [OMC Chapter 3.62](#)

6.D [21-0045](#) PBIA Bylaws

Attachments: [PBIA Bylaws](#)

6.E [21-0046](#) Draft 2021 Work Plan

Attachments: [Public Value Results Map](#)
 [2021 PBIA BUDGET](#)
 [2020 Work Plan](#)

7. REPORTS**8. OTHER TOPICS****8.A** [21-0047](#) 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 December 2, 2020 PBIA Advisory Committee Meeting Minutes

Agenda Date: 1/13/2021
Agenda Item Number: 3.A
File Number:21-0041

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

Title

Approval of December 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, December 2, 2020

5:30 PM

On-line and via Phone

Meeting link:

**[https://us02web.zoom.us/j/82264264954?](https://us02web.zoom.us/j/82264264954?pwd=eHpaV0ZHcFp3Y2tmM21uSEkrQldldz09)
[pwd=eHpaV0ZHcFp3Y2tmM21uSEkrQldldz09](https://us02web.zoom.us/j/82264264954?pwd=eHpaV0ZHcFp3Y2tmM21uSEkrQldldz09)**

1. CALL TO ORDER

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

1.A ROLL CALL

Present: 9 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Konrad Bruns, Boardmember Alana Carr, Boardmember Heather Chambers, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Anne Gavzer and Boardmember Oliver Stormshak

Absent: 3 - Boardmember Johnny Atlas, Boardmember Melissa Hammond and Boardmember David Rauh

OTHERS PRESENT

Max DeJarnatt, PBIA Staff Liaison

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [20-0988](#) Approval of November 4, 2020 PBIA Advisory Committee Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Mr. DeJarnatt made an announcement.

6. BUSINESS ITEMS

6.A [20-0983](#) Announcement of PBI 2021 Board Election Results

The information was received.

6.B [20-0979](#) 2021 PBI Meeting Dates

The discussion was completed.

6.C [20-0987](#) PBI Ordinances & Bylaws

The decision was discussed and further information on specific language will be considered.

6.D [20-0981](#) PBI Quarterly Survey

The discussion was completed.

6.E [20-0982](#) 2020 Flower Basket Program report

Board member Dean provided a report.

The discussion was completed.

6.F [20-0980](#) Recognition of Outgoing Board Member

Outgoing board member Barrett was commended for his committed service and valuable contribution to the PBI.

The discussion was completed.

7. REPORTS - None**8 OTHER TOPICS**[20-0989](#) Round Table Discussion

The discussion was postponed.

9. ADJOURNMENT

The meeting was adjourned at 6:57 p.m.



PBIA Advisory Board

PBIA Advisory Committee Vice Chair position vacancy

Agenda Date: 1/13/2021
Agenda Item Number: 6.A
File Number: 21-0042

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

Title

PBIA Advisory Committee Vice Chair position vacancy

Recommended Action

Appoint board member as Vice Chair

Report

Issue:

Appointment of Vice Chair officer.

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, Community Planning & Development, 360.570.3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

With the resignation of Jeff Barrett, the Vice Chair position is vacant. According to its bylaws, the Vice Chair "shall serve as Chair in case of absence." (9.03) Additionally, the Vice Chair collaborates with the Chair to set agendas for coming meetings.

The bylaws dictate that officers are selected by the Advisory Committee board each year at the Committee's annual meeting (10.02.01) but that "any vacancy occurring in any office... shall be filled promptly by a majority vote of the Advisory Board." "The person so elected shall serve during the unexpired term of the Advisory Board member whose position has become vacant" (10.02.03).

Neighborhood/Community Interests (if known):

N/A

Options:

Appoint board member to unexpired term

Do not appoint board member to unexpired term at this time

Financial Impact:

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

N/A

Attachments:

PBIA Bylaws (weblink)



PBIA Advisory Board

2021 PBIA Meeting Dates

Agenda Date: 1/13/2021
Agenda Item Number: 6.B
File Number:21-0043

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

Title

2021 PBIA Meeting Dates

Recommended Action

Information only. No action requested.

Report

Issue:

Reconsidering PBIA meeting dates for 2021

Staff Contact:

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

Presenter(s):

Max DeJarnatt

Background and Analysis:

In 2020 the PBIA met the first Wednesday of each month. At its December meeting the board chose to shift its regular meeting dates to the second Wednesday. At a subsequent meeting with Board Chair Ruse and Council Liaison Lisa Parshley, Liaison Parshley indicated that this new date will conflict with her commitments with the LOTT board meetings and asked that the board reconsider these dates. The board will review this request and finalize which day of the month to schedule regular board meetings.

Neighborhood/Community Interests (if known):

ODA meets on the first Wednesday of each month

Attachments:

2021 Holidays & Meeting Dates

2021 HOLIDAYS

Date	Weekday	Holiday
Jan 1	Friday	New Year's Day
Jan 18	Monday	MLK
Feb 15	Monday	President's
Feb 26	Friday	Purim
Mar 27-Apr 4	Multi	Passover
Apr 13-May 11	Multi	Ramadan
May 12	Wednesday	Chaand Raat
May 13	Thursday	Eid al-Fitr
May 31	Monday	Memorial
Jul 5	Monday	4th (observed)
Jul 20	Tuesday	Eid al-Adha
Aug 9	Monday	Islamic New Year
Aug 10	Tuesday	Islamic New Year
Sep 6	Monday	Labor/Rosh Hashana
Sep 7	Tuesday	Rosh Hashana
Sep 8	Wednesday	Rosh Hashana
Sep 15-16	Multi	Yom Kippur
Sep 20-27	Multi	Sukkot
Sep 28-29	Multi	Simchat Torah
Nov 11	Thursday	Veteran's
Nov 25	Thursday	Thanksgiving
Nov 28-Dec 6	Multi	Hanukkah
Dec 8	Wednesday	Feast of the Immaculate Conception
Dec 24	Friday	Christmas (observed)
Dec 31	Friday	New Year's Day

COMMITTEE MEETING DATES

Committee	Meeting Times
Finance	3rd Wednesday
General	4th Wednesday
Land Use	3rd Thursday
Arts Commision	2nd Thursday
BPAC	3rd Wednesday (bi-monthly)
Design Review Board	2nd & 4th Thursdays
Police Use of Force	TBD
Heritage Commission	4th Wednesday
Parks & Rec Advisory Committee	3rd Thursday
Planning Commission	1st & 3rd Mondays
Utility Advisory Committee	1st Thursday
LEOFF	2nd Monday



PBIA Advisory Board

PBIA Ordinances updates

Agenda Date: 1/13/2021
Agenda Item Number: 6.C
File Number:21-0044

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

Title

PBIA Ordinances updates

Recommended Action

Move to approve the recommendation to amend OMC 3.62 and forward to the General Government Committee for consideration.

Report

Issue:

Whether to amend OMC 3.62.

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Background and Analysis:

The PBIA advisory board has expressed interest in updating OMC 3.62 and its Bylaws. In its September meeting, the board established a scope of the desired changes. Staff recommended to break the changes into two phases, with the first comprising necessary but uncomplicated updates (attached). The second phase, which could include changes to the assessment rate and schedule, would require more staff resources than currently assigned to support of the program (Staff will confer with city leadership for direction).

Neighborhood/Community Interests (if known):

N/A

Options:

Approve recommended amendments to OMC 3.62 and forward to General Government Committee for their consideration

Change the recommended amendments to OMC 3.62 and forward to General Government Committee for their consideration

Do not forward amendments to OMC 3.62 at this time

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

Financial Impact:
N/A

Attachments:
OMC 3.62 with Tracked Changes

Chapter 3.62 PARKING AND BUSINESS IMPROVEMENT AREA

3.62.000 Chapter Contents

Sections:

<u>3.62.010</u>	Parking and Business Improvement Area Established.
<u>3.62.020</u>	Programs.
<u>3.62.030</u>	Levy of Special Assessments.
<u>3.62.040</u>	Rate Changes.
<u>3.62.050</u>	Deposit of Revenues.
<u>3.62.060</u>	Collection Schedule.
<u>3.62.070</u>	Delinquent Payments.
<u>3.62.080</u>	Notices.
<u>3.62.090</u>	Disputes.
<u>3.62.100</u>	Expenditures.
<u>3.62.110</u>	Administration.
<u>3.62.120</u>	Contract for Program Management.
<u>3.62.130</u>	Advisory Board.
<u>3.62.140</u>	Bids Required for Construction of Projects.
<u>3.62.150</u>	Commencement of Assessments.
<u>3.62.160</u>	Ratification and Confirmation.

(Ord. 6721 §1, 2010; Ord. 6375 §1-17, 2005, this chapter added July 2008).

3.62.010 Parking and Business Improvement Area Established

As authorized by Chapter 35.87A RCW, there is hereby established a Parking and Business Improvement Area ("Parking and Business Improvement Area" or "PBIA"), consisting of Zones A, B and C, within the boundaries as described below and shown on the map attached hereto as Exhibit A-1. If there is any conflict between said map and narrative description, the text shall prevail.

ZONE A:

All of that portion of the City of Olympia, Washington described as bounded on the North by the centerline of State Avenue, bounded on the South by the centerline of Legion Way, bounded on the West by the centerline of Columbia Street, and bounded on the East by the centerline of Franklin Street.

ZONE B:

All of that portion of the City of Olympia, Washington described as beginning at the centerline intersection of Water Street and 7th Avenue; thence West to the ordinary high water line of Capitol Lake; thence Northerly and Westerly along said line to the East line of the Deschutes Waterway as shown on the official First Class Tideland Plat of the City of Olympia; thence Northerly along said waterway and its extension to the centerline of Olympia Avenue extended Westerly; thence Easterly along said extension to the line of ordinary high tide;

thence Northerly along said line to the centerline of Thurston Avenue extended Westerly; thence Easterly along said extension and the centerline of Thurston Avenue to the centerline of Jefferson Street; thence Southerly along said centerline to the centerline of Olympia Avenue; thence Easterly along the centerline, as platted, of said street to a point 150 feet more or less Westerly of the centerline intersection of Pear Street and Olympia Avenue; thence Southerly more or less parallel to Pear Street, said course following original platted lot lines, to the centerline of 7th Avenue; thence Westerly along said centerline to the point of beginning; EXCEPTING, the area described in Zone A above.

ZONE C:

All of that portion of the City of Olympia, Washington described as beginning at the centerline intersection of Columbia Avenue and Union Avenue; thence Northerly along the centerline of Columbia Avenue to the centerline of 7th Avenue; thence Easterly along said centerline to the centerline of Washington Street; thence Southerly along said centerline to the centerline of ~~Union Avenue~~^{7th Ave}; thence Westerly along said centerline to the point of beginning; ALSO, All of that portion of the City of Olympia, Washington described as beginning at the line of ordinary high tide with to the centerline of Thurston Avenue extended westerly; thence Northerly along said high tide line to a point 600 feet Northerly of the centerline of Corky Avenue extended Westerly; thence Easterly and parallel to Corky Avenue and its extension to the centerline of East Bay Drive; thence Southerly along said centerline to the centerline of Olympia Avenue; thence Westerly along said centerline to the centerline of Jefferson Street; thence Northerly along said centerline to the centerline of Thurston Avenue; thence Westerly along said centerline and its extension to the point of beginning.

(Ord. 6721 §1, 2010; Ord. 6375 §1, 2005).

3.62.020 Programs

Special Assessment revenues shall be used for the purpose of providing special projects and services under the following program headings:

1) Downtown Parking Improvements Program

This program will provide for parking improvements to address the concern for downtown Olympia businesses and property owners, as well as patrons and employees. The PBIA special assessments may be used to fund administrative costs such as staff support, the construction or operation and maintenance of a parking structure or other parking improvements.

2) Clean and Safe Program

This program will provide additional projects and services to make downtown cleaner, more welcoming and improve the public's perception of safety. This program may include a volunteer effort to provide eyes and ears on the street and to assist people downtown; administration and staff support; graffiti removal; and efforts to reduce offenses such as public urination, drug use and sales, aggressive panhandling and public intoxication.

3) Civic Beautification and Sign Program

An overall beautification program will help the general aesthetic of downtown. Such a program may include:

a) Streetscape beautification

- b) Area-wide Paint Up, Fix Up, Clean Up Campaign
- c) Public arts programs
- d) Public/private way finding signs
- e) Administration and staff support

4) Business Recruitment and Retention Program

Preparation of inventories of commercial vacancies, information about incentives and benefits to locating downtown and development of a common vision for the types of businesses and other organizations would enhance the downtown. Inventory information will facilitate development of specific recruitment and retention strategies for different parts of downtown. Inventories may include:

- a) Community preference surveys
- b) Inventory of vacancies
- c) Advertising vacancies

Administration and staff support to prepare the inventories is included.

5) Commercial Marketing Program

Development of a well-conceived "Buy Local" marketing program that will benefit the whole downtown and to continue the support of long-standing community events through:

- a) Advertising and promotion
- b) Theme development
- c) Special events and activities
- d) Tourism attraction

Other existing programs may be reviewed for supplementation with PBIA special assessments, including but not limited to:

- a) Community events held downtown including Music in the Park, ArtsWalk, Downtown for the Holidays, ~~and the Pet Parade~~, and PRIDE;
- b) Marketing programs including the shopping and restaurant guide, and event management or support;
- c) Programs to clean up downtown that include the semi-annual clean-ups, graffiti management, and mural programs.

- d) Programs to develop partnerships for local governments, quasi-public and non-profit groups that work in or invest resources in downtown on behalf of the public.

Administration and staff support will be included in the programs and projects listed above.

The list of possible services and projects within the general program categories above is illustrative and not exclusive. The costs are estimated only and the PBIA budget shall be established by City Council and expended based on actual receipts, as set forth in Section 10 below.

(Ord. 6721 §1, 2010; Ord. 6578 §1, 2008; Ord. 6375 §2, 2005).

3.62.030 Levy of Special Assessments

To finance the programs authorized in OMC [3.62.020](#), and in recognition of the special benefits created thereby, a special assessment is hereby levied upon and shall be collected annually from all the businesses and multi-family residence owners / operators ("Ratepayers") in the Parking and Business Improvement Area described in OMC [3.62.010](#), as authorized by RCW [35.87A.080](#), except non-profit corporations or organizations. Assessments shall not be pro-rated. The special assessments shall be levied upon the Ratepayers in Zones A, B and C according to the rates established as follows:

Business Type	Zone A			Zone B			Zone C		
	Large	Medium	Small	Large	Medium	Small	Large	Medium	Small
Restaurant/Retail	\$750	\$500	\$250	\$600	\$400	\$200	\$300	\$200	\$150
Professional/Service	\$400	\$300	\$200	\$300	\$200	\$150	\$200	\$150	\$150
Financial Institutions	\$750			\$600			\$300		
Lodging/Apartments	30 or less rooms = \$200; 31-50 rooms = \$300; 51+ rooms - \$400								
Personal Care Services	Minimum \$150 plus \$75 per station above 2 stations with a cap of \$500								

Definitions:

Business. Means any person, group or entity, including but not limited to a sole proprietorship, partnership, corporation, limited liability partnership or limited liability corporation, that engages in business with the object of gain, benefit, or advantage to the person, group or entity, or to another person or class, directly or indirectly. "Engages in business" as used herein shall have the meaning set forth in Olympia Municipal Code Section [5.04.040.N](#).

Employee. Any person whose work is devoted to the ongoing operation of a business or multi-family residence. As used in this ordinance, "Employee" includes a person with an ownership interest in a business, regardless of whether that person is paid a salary or wages.

Financial Institution. Means a bank, savings and loan, credit union, or similar institution.

Full-Time Equivalent (FTE). A position or positions requiring work equal to or exceeding forty (40) hours per week.

Large // Medium // Small. Based on employee count: FTE's (Full time Equivalent)

- Small 1-3 FTE's
- Medium 4-6 FTE's
- Large 7+ FTE's

Lodging. Means engaging in the business defined in OMC Section 5.04.040.MM.3.f. Examples include the rental of rooms by the day or week to community visitors. "Lodging" also means the rental or lease of a residential dwelling unit, if such unit is contained within any building or buildings containing four (4) or more residential units or any combination of residential and commercial units, whether title to the entire property is held in single or undivided ownership or title to individual units is held by owners who also, directly or indirectly through an association, own real property in common with the other unit owners.

Non-profit corporation or non-profit organization. "Non-profit corporation or non-profit organization" means a corporation or organization in which no part of the income can be distributed to its members, directors, or officers and that holds a current tax exempt status as provided under Sec. 501(c)(3) of the Internal Revenue Code, as may hereafter be amended, or is specifically exempted from the requirement to apply for its tax exempt status under Sec. 501(c)(3) of the Internal Revenue Code, or as may hereafter be amended. Where the term "non-profit organization" is used, it is meant to include non-profit corporations.

Personal Care Service Business. Means a hair salon, barber shop, manicurist, tanning salon, acupuncturist, massage therapist, esthetician, exercise studio, yoga studio, Pilates studio, soothsayer, and the like.

Professional Services Businesses. Means Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

Restaurant. Means a business that sells prepared foods and drinks.

Retail. Means a business that engages in sales at retail and / or retail sales, as those terms are defined in Olympia Municipal Code Section 5.04.040.MM.1.a and .1.c - .1e, but does not include the provision of any services. "Retail" includes, as an example, the buying and reselling of goods, such as that engaged in by clothing stores, shoe stores, office supplies, etc.

Service Business. Means a business that engages in retail services, as that term is defined in Olympia Municipal Code Section 5.04.040.JJ, or engages in the activities set forth in OMC 5.04.040.MM.1.b, MM.2, MM.3a - e, MM.4, and MM.6-7. Examples include repair shops, automotive-oriented service businesses, computer repair and support, tech support services, entertainment businesses such as theaters, etc.

(Ord. 6721 §1, 2010; Ord. 6691 §1, 2010; Ord. 6375 §3, 2005).

3.62.040 Rate Changes

Changes in the assessment rate shall only be made by ordinance adopted by the Olympia City Council and as authorized in RCW [35.87A.140](#).

(Ord. 6721 §1, 2010; Ord. 6375 §4, 2005).

3.62.050 Deposit of Revenues

There is hereby created in the City a separate subaccount designated as the Parking Business Improvement Area Account (called "the Account"). The following monies shall be deposited in the Account:

- A. All revenues from special assessments levied under this ordinance;
- B. All income to the City from public events financed with special assessments;
- C. Gifts, donations and voluntary assessment payments for the Account; and
- D. Interest and all other income from the investment of Account deposits.

(Ord. 6721 §1, 2010; Ord. 6375 §5, 2005).

3.62.060 Collection Schedule

Special assessments shall be collected on an annual basis.

(Ord. 6721 §1, 2010; Ord. 6375 §6, 2005).

3.62.070 Delinquent Payments

If an assessment has not been paid within thirty (30) days after its due date, it will be considered delinquent. The City Manager is authorized to assign delinquent assessments to a collection agency or bring an action in any court of competent jurisdiction.

(Ord. 6721 §1, 2010; Ord. 6375 §7, 2005).

3.62.080 Notices

Notices of assessment and all other notices contemplated by this ordinance may be sent by ordinary mail or delivered by the City to the address shown on City of Olympia records, as they may be modified from time to time based on information provided by the Program Manager (if any). Failure of the Ratepayer to receive any mailed notice shall not release the Ratepayer from the duty to pay the assessment and any collection agency charges.

(Ord. 6721 §1, 2010; Ord. 6375 §8, 2005).

3.62.090 Disputes

Any Ratepayer aggrieved by the amount of an assessment may appeal the Program Manager's rate classification to the City Manager or the City Manager's designee for review. The City Manager or the City Manager's designee may uphold the assessment or adjust the assessment consistent with this ordinance. The

City Manager's or the City Manager's designee's decision shall be final and not appealable to any court or body. The appellant Ratepayer has the burden of proof to show that the assessment is inconsistent with the applicable assessment fee provided for herein.

(Ord. 7187 §3, 2019; Ord. 6721 §1, 2010; Ord. 6691 §2, 2010; Ord. 6375 §9, 2005).

3.62.100 Expenditures

Expenditures from the Account shall be made upon vouchers drawn for services rendered and shall be used exclusively for the statutory purposes each as more fully defined in Section 2. Pursuant to RCW 35.87A.110, the City Council shall have the sole discretion and authority to adopt a work program and budget for expenditures from the Account at such times as the Council may determine.

(Ord. 6721 §1, 2010; Ord. 6375 §10, 2005).

3.62.110 Administration

The City Manager or the City Manager's designee shall administer the program for the City with authority to:

- A. Classify Ratepayers within the three zones under Sections 1 and 3. As part of this classification, the City Manager or designee is authorized to make a determination of the number of regular FTEs employed by a Ratepayer prior to issuing assessment notices each calendar year. The classification and FTE determination shall be based on information from City of Olympia records as they may be modified from time to time based on information provided by the Program Manager (if any);
- B. Collect the special assessments; and
- C. Upon Council approval, execute an annual program management contract with a Program Manager.

(Ord. 7187 §3, 2019; Ord. 6721 §1, 2010; Ord. 6375 §11, 2005).

3.62.120 Contract for Program Management

Pursuant to RCW 35.87A.110, the City Manager may contract with a chamber of commerce or similar business association entity or entities operating within the boundaries of the PBIA to act as a Program Manager. The Program Manager shall administer the PBIA's operation, including but not limited to implementation of the projects and activities contained in the work program adopted by the City Council under OMC 3.62.020, performing the administrative duties allocated to the City Manager or the City Manager's Designee under this Chapter.

Any contract entered into under this Section shall include provisions to address the following:

- A. Provisions for the Program Manager to:
 - 1. Create and maintain a business data base of all Ratepayers within the boundaries of the PBIA;
 - 2. Classify each Ratepayer within each of the three zones, based on the number of regular FTEs for each Ratepayer;

3. Provide the data base and classifications to the City in sufficient time for its use in mailing annual special assessment notices, but no later than November 1 of each calendar year;
4. Perform all basic Municipal Services Contract provisions (periodic billing and reporting requirements, internal controls and maintain accurate records, etc.);
5. Perform the projects and services listed in Section 020 as approved annually by the City Council pursuant to Subsection B.2 below;
6. Submit reimbursement request on vouchers drawn for services rendered (consistent with the Council adopted budget and work program for that calendar year);
7. Provide administrative support for the creation and operation of the PBIA Advisory Board created pursuant to Section 13 below, including soliciting nominations and conducting an election for Board representatives.

B. Provisions for the CITY to:

1. Review the PBIA Advisory Board's annual proposed budget recommendations for special services and projects;
2. Adopt a work program and budget for expenditures;
3. Send a bill to each business within the boundary on an annual basis based on the assessment list provided by the Program Manager;
4. Resolve Ratepayer disputes;
5. Collect special assessments;
6. Pursue collection by sending the bill to a collection agency or commencing an action in a court of competent jurisdiction to collect the special assessment;
7. Review and reimburse eligible expenses; and
8. Conduct periodic review of the Program Manager's performance.

(Ord. 7187 §3, 2019; Ord. 6721 §1, 2010; Ord. 6691 §3, 2010; Ord. 6375 §12, 2005).

3.62.130 Advisory Board

There is hereby created an advisory board to the Olympia City Council. 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. Board members shall be elected by a majority of Ratepayers within the PBIA voting in an election conducted by the Program Manager under Section 12 above. The Council may also appoint a nonvoting Council member representative and/or City staff liaison. The Board's duties shall include the annual development of a proposed work program with specific projects and budgets

and 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, including specific provisions for communication with non-English speaking Ratepayers and other projects and activities as approved by the City Council in the Board's annual work plan.

(Ord. 6721 §1, 2010; Ord. 6578 §2, 2008; Ord. 6375 §13, 2005).

3.62.140 Bids Required for Construction of Projects

Pursuant to RCW 35.87A.200, the City Manager and/or the Program Manager utilized under Section 12 above shall call for competitive bids by appropriate public notice and award contracts, whenever the estimated cost of any Parking and Business Improvement Area public works construction project, including cost of materials, supplies and equipment, exceeds the sum of two thousand five hundred dollars. Pursuant to RCW 35.87A.210, the cost of a public works construction project for the purposes of this Section shall be aggregate of all amounts to be paid for the labor, materials and equipment on one continuous or inter-related project where work is to be performed simultaneously or in near sequence.

Breaking a public works construction project into small units for the purposes of avoiding the minimum dollar amount prescribed herein is contrary to public policy and is prohibited.

(Ord. 6721 §1, 2010; Ord. 6375 §14, 2005).

3.62.150 Commencement of Assessments

Assessments shall commence as of January 1, 2006 for all existing businesses located within the assessment area depicted in Section 1 above. Any new business or multi-family residence commencing operation within the boundaries of the PBIA after November 1 of any given year shall be exempt from payment of the assessment until November 1 following the business' or multi-family residence's commencement of operation; provided, that no exemption under this section have a duration of longer than one year. Such a business or multi-family residence shall be assessed the January 1 following commencement of its operation. Assessments shall not be prorated.

(Ord. 6721 §1, 2010; Ord. 6375 §15, 2005).

3.62.160 Ratification and Confirmation

The making of contracts and expenditures and the sending of assessment notices pursuant to the authority and prior to the effective date of this ordinance are hereby ratified and confirmed.

(Ord. 6721 §1, 2010; Ord. 6375 §17, 2005. Formerly 3.62.170).



PBIA Advisory Board

PBIA Bylaws

Agenda Date: 1/13/2021
Agenda Item Number: 6.D
File Number:21-0045

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

Title

PBIA Bylaws

Recommended Action

Move to approve the recommendation to amend the PBIA's Bylaws and forward to the General Government Committee for consideration.

Report

Issue:

Whether to amend the PBIA's Bylaws.

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Background and Analysis:

The PBIA advisory board has expressed interest in updating OMC 3.62 and its Bylaws. In its September meeting, the board established a scope of the desired changes. Staff recommended to break the changes into two phases, with the first comprising necessary but uncomplicated updates (attached). The second phase, which could include changes to the assessment rate and schedule, would require more staff resources than currently assigned to support of the program (Staff will confer with city leadership for direction).

Neighborhood/Community Interests (if known):

N/A

Options:

Approve recommended amendments to the PBIA Bylaws and forward to General Government Committee for their consideration

Change the recommended amendments to the PBIA Bylaws and forward to General Government Committee for their consideration

Do not forward amendments to the PBIA Bylaws at this time

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

Financial Impact:
N/A

Attachments:
PBIA Bylaws with Tracked Changes

BYLAWS OF THE PARKING & BUSINESS IMPROVEMENT AREA

ARTICLE I -NAME

Section 1.01. The name of the organization shall be PARKING & BUSINESS IMPROVEMENT AREA ADVISORY BOARD (hereinafter referred to as the "ADVISORY BOARD").

ARTICLE II- PURPOSE

The purpose and objectives of the Advisory Board shall be to:

Develop and propose an annual budget and work plan to benefit the businesses within the PBIA boundaries. The Advisory Board will present the budget to the Olympia City Council for adoption each year by ~~July~~October or on such date and such time and place as the Advisory Board shall designate each year. The programs and activities funded will fall into the five classifications listed below:

1. Downtown Parking Improvements
2. Clean & Safe Downtown Environment
3. Streetscape improvements; beautification, and improved way finding signs
4. Business Retention & Recruitment
5. Downtown Olympia Marketing

The Advisory Board will establish a conduit of information among all members of the PBIA, including those non-english speaking business owners, and encourage participation and diversity by the largest possible number of PBIA members. The Advisory Board will evaluate the programs and activities each year. They will produce and distribute an annual report to all of the PBIA members and the Olympia City Council.

ARTICLE III - OFFICE OF RECORD

Section 3.01. The office of the PBIA shall be located at such location as from time to time determined by the Advisory Board.

ARTICLE IV- TERM

Section 4.01. The Advisory Board will exist as long as the PBIA is effective in accordance with Washington State RCW 35.87A.

ARTICLE V- AREA INCLUDED

Section 5.01. For the purpose of the PBIA, the area covered is the area defined in the Olympia Ordinance; 6375.

ARTICLE VI- MEMBERSHIP

Section 6.01. Membership shall be business owners in the area defined in Olympia Ordinance 6375.

Section 6.02. Membership is by assessment as described in City of Olympia ordinance #6375 by 3 zones: A-B-C. Assessment are by type, location, and number of FTE's.

Section 6.03. Annual assessments will be billed, collected and dispersed as defined in Olympia ordinance 6375.

ARTICLE VII- VOTING RIGHTS

Section 7.01. One business membership per business shall entitle the holder to one vote.

ARTICLE VIII- MANAGEMENT

Section 8.01 Management of the business affairs of the PBIA shall be by the Advisory Board of Directors.

Section 8.02. The Advisory Board shall be fifteen (15) and representing each zone proportionately to the number of businesses in each zone including non-english speaking and/or Black, Indigenous, Lesbian, Gay, Bisexual, and Transgender business owners, diversity of businesses type.

Section 8.03. The term of office shall be staggered three (3) year terms except for the first year of formation.

Section 8.04. Each board member shall be entitled to one vote on all matters coming before the Advisory Board at the annual or any regular or special meeting thereof.

Section 8.05. Advisory board members shall not receive any stated salary for their services.

ARTICLE IX - DUTIES OF OFFICERS

Section 9.01. OFFICERS. Section 9.01. OFFICERS. The officers of this Advisory Board shall consist of the Chair, Vice Chair, Secretary.

Section 9.02. CHAIR. The Chair shall supervise all activities of the PBIA; shall execute all instruments and documents on its behalf; preside at all meetings of the members and of the Advisory Board; shall call such meetings as shall be deemed necessary; shall appoint committee chairs and committee members; shall establish committees as needed; and shall perform such other duties as are usually inherent in such office.

Section 9.03. VICE CHAIR-The Vice Chair shall serve as Chair in case of absence. The Vice Chair will serve as the Chair as necessary.

Section 9.07 – SECRETARY – The Secretary shall assist the program manager in record keeping.

ARTICLE X-ELECTIONS

Section 10.01. ADVISORY BOARD- Term of office shall be January 1 through

December 31 of each calendar year.

Section 10.01.01.

Each year, a nominating committee, shall in September select from among the members persons to stand for election as Advisory Board members. Ballots shall be mailed to current members. Newly elected Advisory Board members will be installed the first week of January. Any member at the time of the annual election, may be nominated from among the members to stand for election as Advisory Board member.

Section 10.01.02. Advisory Board Members shall be elected by members by mail and installed at the annual meeting to a term of three (3) years with one-third being elected each year, except for the first year, one-third shall be elected for (1) year, one-third for two (2) years, and one-third for three (3) years. Advisory Board Members shall be elected by receiving the greatest number of votes of members.

Section 10.01.03. Any vacancy occurring on the Advisory Board by reason of death, resignation, or removal may be filled promptly by a majority vote of the remaining members of the Advisory Board. Such appointee shall serve during the unexpired term of the Advisory Board member whose position has become vacant.

Section 10.02. OFFICERS. Term of office is one year:

Section 10.02.01. Each year at the Advisory Board annual meeting (Section 12:02.01) the board will select board members to serve as Chair, Vice Chair and Secretary. A majority vote of the Advisory Board will elect the officers.

Section 10.02.03. Any vacancy occurring in any office of the PBIA for reason of death, resignation, or removal shall be filled promptly by a majority vote of the Advisory Board. The members of the Advisory Board may be polled by mail or a special meeting of the Board may be called upon seven (7) days' notice. The person so elected shall serve during the unexpired term of the Advisory Board member whose position has become vacant.

ARTICLE XI-REMOVAL

Section 11.01. Any Advisory Board Member shall be subject to removal by a majority vote of the membership.

Section 11.02. Any Advisory Board Member who shall miss one-quarter or more of the regularly scheduled meetings of the Board of Directors during a one-year period shall be removed.

Section 11.03. Any Officer who shall miss three (3) consecutive meetings without an excuse satisfactory to the Advisory Board shall be subject to removal by majority vote thereof.

Section 11.04. Any Advisory Board Member whose business no longer operates within the Downtown boundary defined in Olympia Ordinance 6375 shall be removed at the end of the year.

ARTICLE XII- MEETINGS

Section 12.01. MEMBERS.

Section 12.01.01. An annual meeting of the members of the PBIA shall be held during the month of June of each calendar year on such date and at such time and place as the Advisory Board shall designate each year. In the event of the failure of the Board of Directors to designate the date, time, and place thereof, such annual meeting shall be held on the last Wednesday in June commencing at 6:30 p.m. in the principal office of the PBIA.

Section 12.01.02. Quarterly and special meetings of the members may be called at any time for any purpose by the Chair of the Advisory Board by a majority of the Advisory Board then in office, or by a majority of the members of the PBIA.

Section 12.01.03. Monthly meetings of the Advisory Board, which shall be open to all members of the PBIA, will occur at a time and place designated by the Advisory Board.

Section 12.01.04. Written notice stating the place, date, and hour of any meeting of the members shall be delivered, either personally or by mail, to each member entitled to vote at such meeting not less than ten nor more than fifty days before the date of such a meeting. In case of a special meeting, or when required by statute or by these Bylaws, the purpose or purposes for which the meeting is called shall be stated in the notice. In the event of an emergency, a meeting may be called on five days' notice provided that the time, place, date, and purposes for such meeting are conveyed to all members of the PBIA entitled to vote at such meeting.

Section 12.01.05. A quorum at any meeting of the membership of the PBIA shall consist of 1/10 of the membership of the PBIA.

Section 12.01.06. A majority vote of the members present at a meeting at which a quorum is present shall, at minimum, be necessary for any action.

Section 12.02. ADVISORY BOARD

Section 12.02.01. Annual meeting of the Advisory Board shall be held during the month January each calendar year on such date and time and place as the board shall designate. The meeting will be held on the last Wednesday in January at 6:30pm in the principal office of the PBIA if no other date and time are scheduled. The purpose of such meeting shall be to install board members, elect officers, and install, as necessary, committees and to transact such other business as may properly come before the Board. Nominations from a nominating committee will occur in September and a vote by mail will occur in the 4th quarter.

Section 12.02.02. The Advisory Board may from time to time determine a regular meeting schedule of the Board and set the time and place of such meetings. The purpose of the regular meeting shall be to act upon and to transact such other business as may properly come before the Board.

Section 12.02.03. Special meetings of the Advisory Board may be called by the Chair, by a majority of the Board then in office, or a majority of the members of the PBIA at any time and may be held at such time, place, and date as shall be prescribed in the notice thereof.

Section 12.02.04. ~~Notice~~ Notice of meetings of the Advisory Board shall be given by mail, telephone, or other means of personal communication, and must be delivered or transmitted at

least ten (10) days in advance the annual meeting, and two (2) days in advance of regular and special meetings.

Section 12.02.05. A majority of the Advisory Board then in office shall constitute a quorum at meetings of the Advisory Board.

Section 12.02.06. Any action may be taken by a majority of those voting at any meeting of the Advisory Board at which a quorum has been established.

Section 12.03. In all matters of parliamentary procedure- and the order of business at meetings, the latest edition of "Robert's Rules of Order" shall be used as authority.

ARTICLE XIII- REPRESENTATION

Section 13.01. No committee, member, or other person shall enter into any contract, incur any debt, engage in any transaction, or represent himself or herself on behalf of the PBIA without authority of the Advisory Board, except as otherwise provided in these Bylaws.

ARTICLE XIV- AMENDMENTS

Section 14.01. The right to amend the Bylaws of the PBIA shall be reserved in the Advisory Board, and shall be by majority vote of the Advisory Board thereof then in office. Notice and copies of the proposed amendments shall be distributed at least ten (10) days before the meeting at which the same shall be considered.

ARTICLE VX- SEVERABILITY

Section 15.01. Any Article, Section, or provision of these Bylaws which, if construed in ~~the~~ manner expressed herein, should be contrary to or inconsistent with any applicable provision of the law, shall be severed from the remainder of these Bylaws, and shall not be in force so long as such revision of the law shall remain in effect without affecting the validity of the remainder of these Bylaws.

Approved by the Advisory Board: _____

Secretary



PBIA Advisory Board

Draft 2021 Work Plan

Agenda Date: 1/13/2021
Agenda Item Number: 6.E
File Number: 21-0046

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

Title

Draft 2021 Work Plan

Report

Issue:

Ongoing work regarding development of PBIA's 2021 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 2021.

Neighborhood/Community Interests (if known):

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

Options:

1. Finalize 2021 work plan and present to General Government
2. Carry forward 2020 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 2021 cost for specific initiatives within the work plan will be determined as part of the process.

Attachments:

Public Value maps

2021 Budget

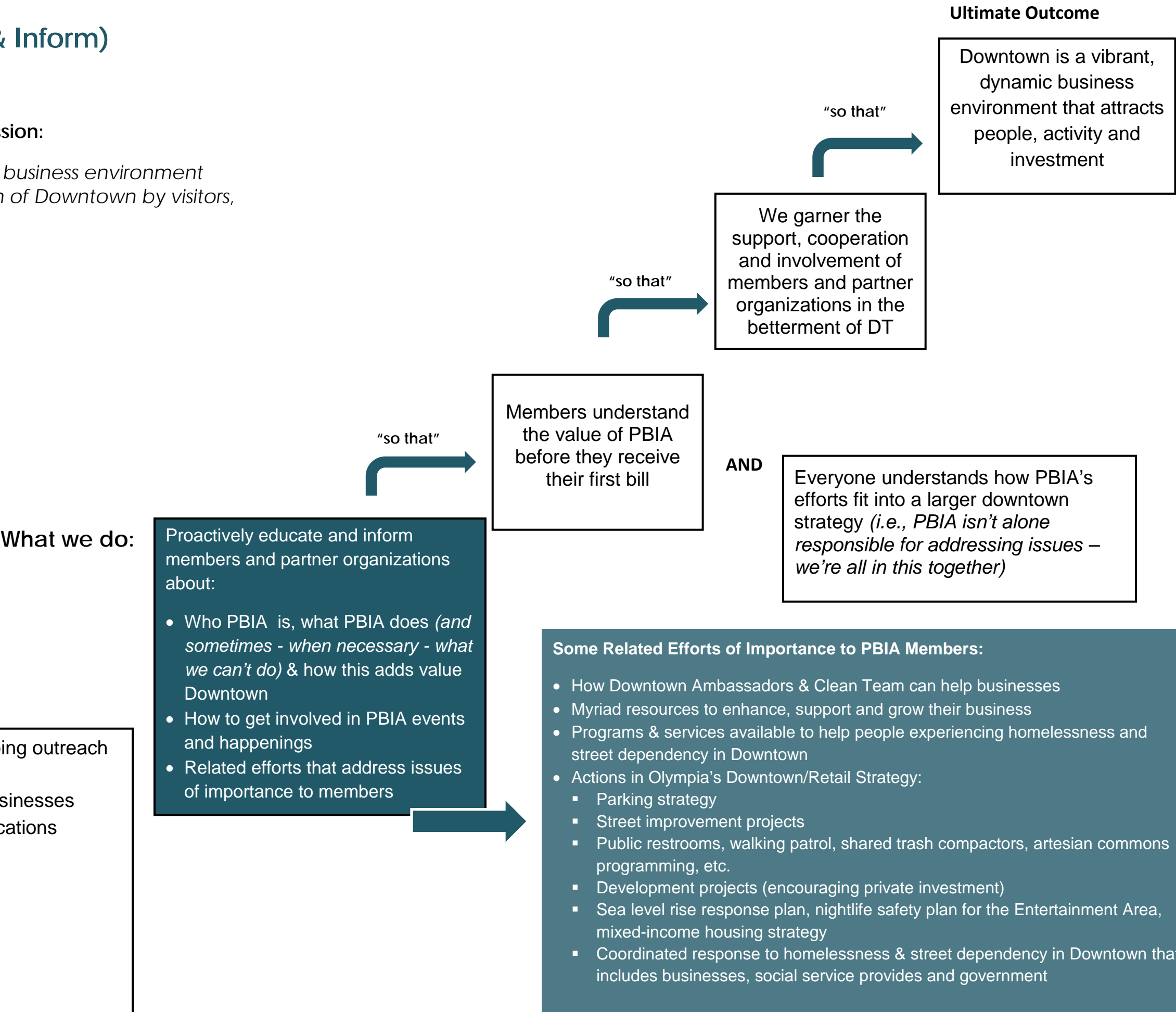
2020 Workplan

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



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:

Gather feedback from members about issues important to them and share it with the City

The City Council and staff are informed of issues specific to downtown businesses that members would like heard and addressed

We can align our efforts to address member concerns and priorities

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

AND
Members have a voice in the decision making that affects them

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:

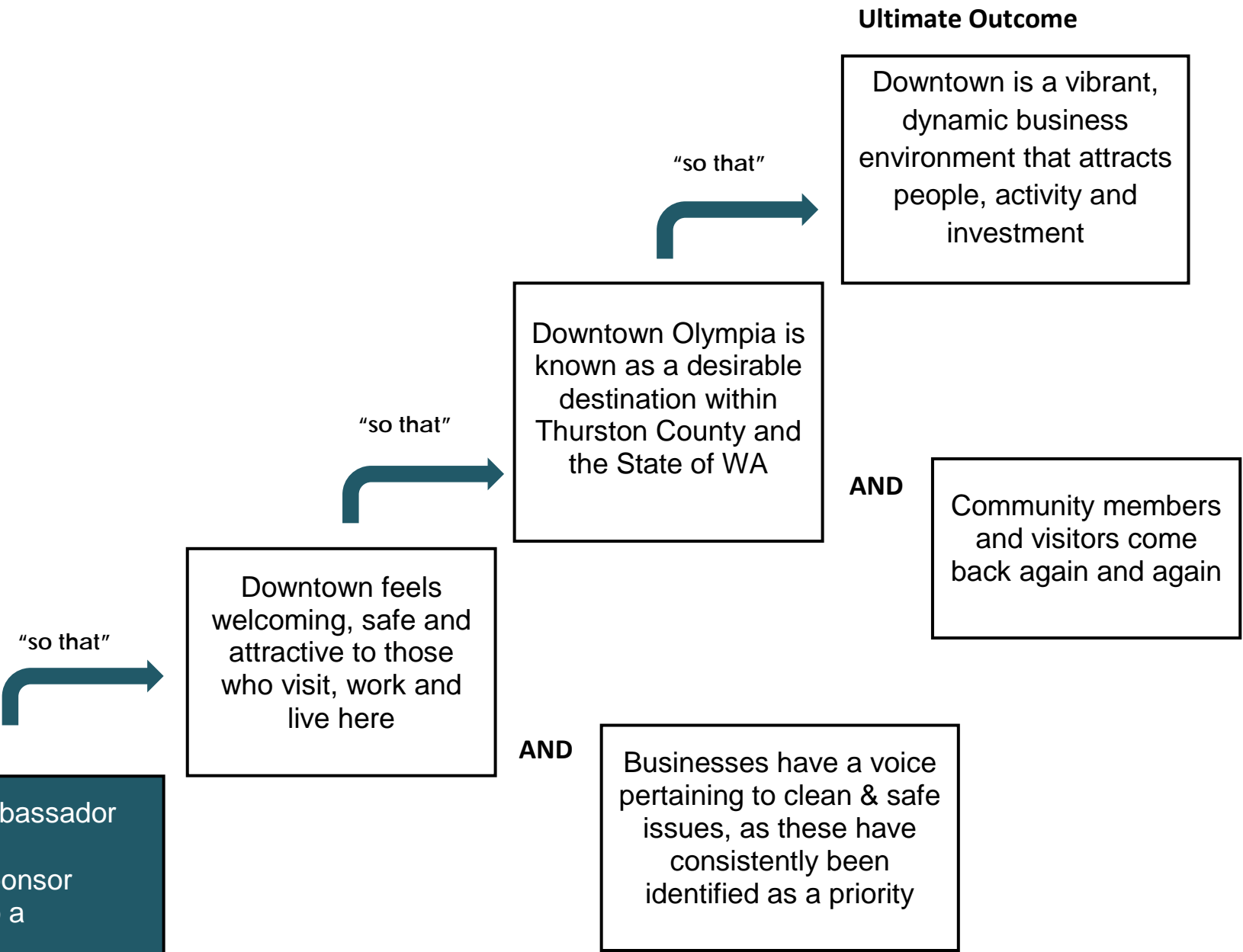
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

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



Beautiful Streetscapes

Public Value Results Map

How my work contributes to the PBIA mission:

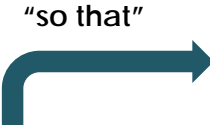
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

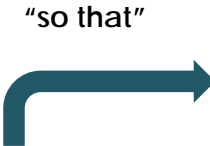
- Fund small projects that contribute to an attractive, welcoming Downtown

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

What we do:

- Market to the general public, members & businesses to educate and promote events and activities supported by PBIA
- Partner with allied organizations on events, sponsorships, image making and marketing

We spread a unified, positive message about Downtown and ways to experience it

People are motivated to visit, shop and participate in events Downtown more often

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

- Guidance:
- Be timely
 - Promote shop local
 - Coordinate with ODA on overarching image and message

2018 Initiatives:

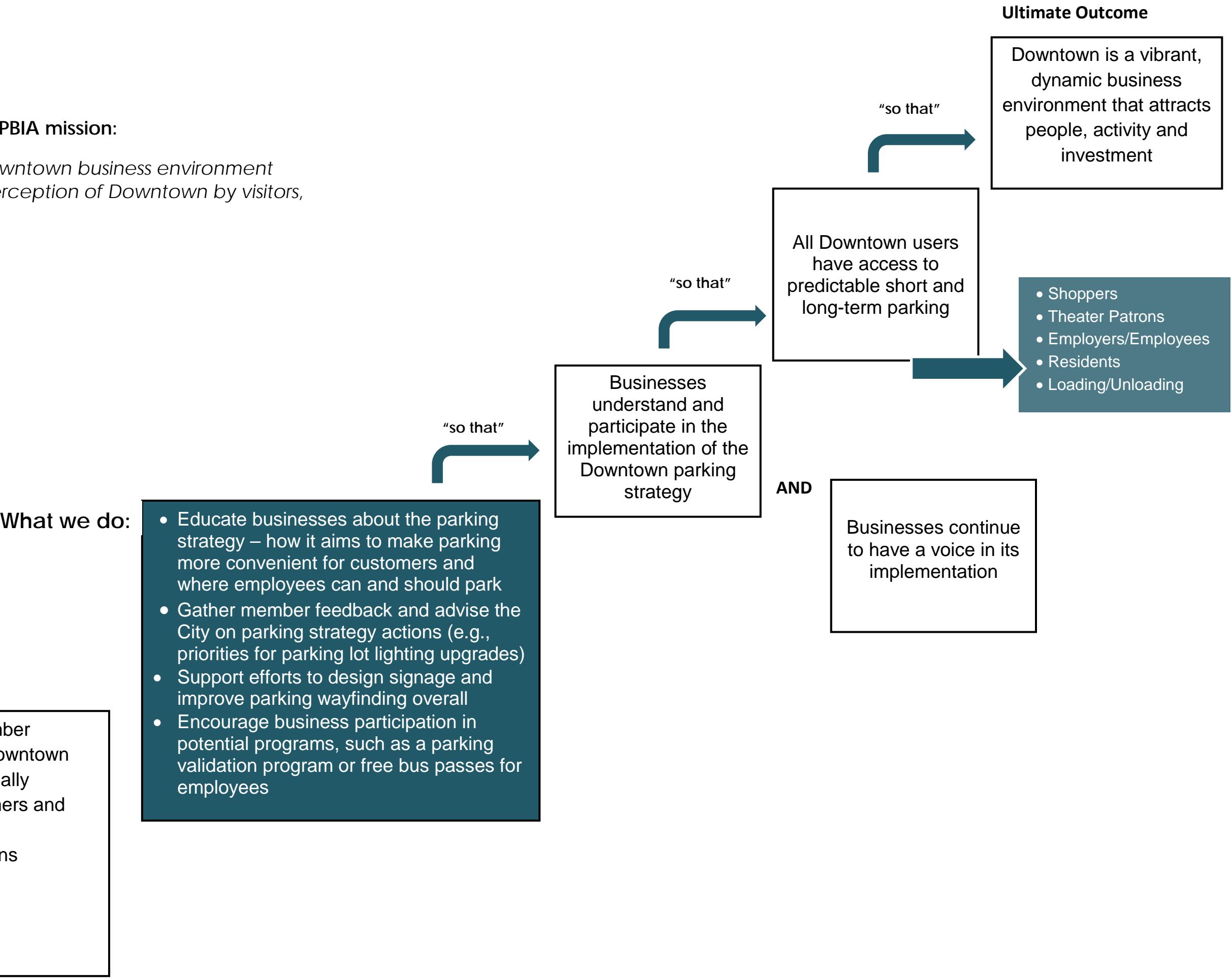
- Guide a contracted agent (possibly in partnership with the ODA) to develop creative content and messages, and coordinate placement of ads and stories through various media outlets
- Host Twinklefest
- Create a welcome packet for new downtown residents
- Sponsor local events (i.e., Pride)

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



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 - 2021 Budget

Category	Bin	2021 Budget
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
Lighting	Streetscape Beautification	\$ 8,000
4th quarter (formerly 'Twinklefest')	Marketing	\$ 6,000
Event sponsorships	Marketing	\$ 7,000
Administration	Administration	\$ 2,000
Contingency	Contingency	\$ 4,350
TOTAL BUDGET		\$ 99,450

Adopted by City Council 11/10/2020

PBIA (Parking & Business Improvement Area) Advisory Board 2020 Work Plan

January 2020 through April 2021. The committee meets once per month. Staff liaison for PBIA is Max DeJarnatt

SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

A. Communications (with members/downtown businesses)

Unless otherwise noted, there is sufficient professional and administrative staff time to accomplish the Section #1 staff commitments in 2020.

Estimated Percent of Overall Committee Effort: 18%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
1A.1 Monthly Meeting Roundtable PBIA Role: Time devoted at end of each PBIA meeting to discuss downtown business interests, leading to: <ul style="list-style-type: none">• Quarterly short survey questions• Identification of issues that can be addressed by existing programs• Identification of key messages or issues that need to be reported to the City Council (quarterly at GG)• Advice for staff about messages important to convey to Downtown businesses through ongoing communication materials (e.g., e-blasts, quarterly or bi-annual newsletters, PBIA annual report) Deliverable/Outcome: As outlined above. Connect the downtown businesses and City. Help staff communicate effectively with downtown business stakeholders.	10-20 minute discussion at each meeting	10-20 minute discussion at each meeting + Prepare and distribute communications	Monthly	N/A

1A.2 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 reports shared with City Council quarterly.	Identify questions and discuss survey results as part of monthly roundtable	Identify questions and discuss survey results as part of monthly roundtable + Put survey online, notice it, prepare summary report + Put up and monitor suggestion box, prepare summary	Quarterly	N/A
1A.3 Annual member meeting PBIA Role: Host an annual meeting for PBIA members (ratepayers). This is required by the PBIA bylaws. Source inspiring speaker to generate attendance. Deliverable/Outcome: Meeting to promote member relations.	3 hours (1 hour to plan to event, 2 hours for event)	2.5 hours (.5 hours to plan to event, 2 hours for event) + Handle meeting logistics	TBD	Included in \$2,000 Administration budget

1B. Clean & Safe

Unless otherwise noted, there is sufficient staff time/resource available in 2020 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 1%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
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Plans

1B.1 Partially fund the Downtown Ambassador and Clean Team program PBIA Role: Provide funds. Gather feedback from members about the program, which may influence priorities. Deliverable/Outcome: Leverage City funds to expand the ambassador and clean team operations.	0 hours (any time devoted would be part of Communications in Section 1)	0 hours (any time devoted would be part of Communications in Section 1)	N/A	\$43,500
1B.2 Mural Protection PBIA Role: Identify murals in need of protection /preservation/ rehabilitation Deliverable/Outcome: preservation of community assets and a cleaner downtown	Approximately .5 hours of discussion	Approximately .5 hours of discussion	Q2 or Q3	\$1,500
1B.3 Extra Alley Flushings PBIA Role: Provide funds to carry out 3 extra alley flushings during the summer months, in addition to the 2 provided by Public Works. (May-Sept). Coordinate for pre-cleaning to avoid unintended messes. Options for pre-emptive signage. Deliverable/Outcome: A cleaner downtown	0	0	N/A	\$1,200

1C. Beautiful Streetscapes

Unless otherwise noted, there is sufficient staff time/resource available in 2020 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 2%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
Plans				
1C.1 Flower Baskets: 80 flower baskets to be hung and regularly maintained from end of May-Sept. Seek partnerships/sponsorships for expanding program. PBIA Role: Review 2020 results and provide input to staff about contract needs for 2021 program Deliverable/Outcome: Flower baskets that contribute to an attractive and welcoming downtown environment	.5 hours	.5 hours	Q2-3	\$23,400 total (\$5,400 for product and \$18,000 for maintenance)
1C.2 Public Art Investment: (i.e. Art in Windows, benches, murals, plinth purchase etc) PBIA Role: Discuss what type of art or themes they would like to see showcased in vacant windows (staff works w/property owners) Deliverable: Art/photos in vacant storefronts	.5 hours	1-2 hours	Q2- start discussion Coordinate with the Wayfinding Plan	\$2,500

1D. Marketing

Unless otherwise noted, there is sufficient staff time/resource available in 2020 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 7%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
Plans				
1D.1 Sponsoring Events that benefit and draw visitors into downtown (e.g., Pride, Girls Night Out, Trick or Treat, etc.) PBIA Role: Develop application process for sponsorship requests. Choose which events to sponsor and amount Deliverable: Support for events hosted by other organizations	2 hours	2 hours	Discussion March 2020	\$7,000
1D.2 Holiday Lighting & Twinklefest illuminating dark streets during the winter holiday retail season. PBIA Role: Participate in the identification of placement opportunities of lights. Deliverable: Festive lighting displays	.5 hours	2 hours	Q2-4	\$14,000

1D.3 Provide a welcome packet to new downtown residents PBIA Role: Review results of pilot to Annie's Artist Flats, refine and plan for remaining openings Deliverable: A packet of information to welcome residents to downtown.	.5 hours On-going	.5 hours	Q2	None (may use leftover budget or parking tokens)
Continuation of #WhyIGoDowntown PBIA Role: Deliverable:				
Illuminate underneath 4th Ave Bridge PBIA Role: Deliverable:				

1E. Parking

Unless otherwise noted, there is sufficient staff time/resource available in 2020 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 3%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
1E.1 Educate downtown businesses about the City parking strategy – how it aims to make parking more convenient for customers and where employees can and should park	1-2 hours at committee Additional time for outreach can be folded into Communications efforts outlined in 1A	1-2 hours at committee + develop materials	Q2-4	N/A – materials to be supplied by CPD

<p>PBIA Role: Advise staff on development of communication materials and member outreach to businesses</p> <p>Deliverable: Materials and messages</p>				
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SECTION 2: Administrative Duties

Unless otherwise noted, there is sufficient staff time/resource available in 2020 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 22%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
Plans				
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 hours	2 hours	Q3	Included in CP&D base budget
2.2 Review & update PBIA Bylaws PBIA Role: Scope, consider and adopt potential changes to PBIA bylaws Deliverable: Updated bylaws	2 hours	2 hours	Q3	Included in base CP&D budget
2.3 Recommendation on PBIA's 2021 budget PBIA Role: Develop a recommended 2020 budget to implement PBIA's roles and goals Deliverable: Recommended budget	2 hours	2 hours	Q4	Recommendation process included in CP&D base budget. Shapes the 2020 PBIA budget

2.4 Joint meeting with the Olympia Downtown Association (ODA) PBIA Role: Help set the agenda and participate Deliverable: Two meetings with ODA	2-4 hours May be part of D.1	2-4 hours	Q3	N/A
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SECTION 3. Input to Staff

As programs are implemented and administrative procedures developed, staff often consults with committees for their input and perspective. Input from committee members is considered by staff in implementing the program or policy.

Unless otherwise noted, there is sufficient professional and administrative staff time to accomplish the Section #2 staff commitments in 2020.

Estimated Percent of Overall Committee Effort: 7%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Opportunities are unknown at this time, but may include participation in: <ul style="list-style-type: none"> Wayfinding Plan Potential shared parking program stakeholder group Ambassador & Clean Team Program Downtown Design Guidelines Eco-District Artswalk 	1 hour of board discussion and/or 1-2 members participate in a stakeholder group	1 hour	TBD	N/A

SECTION 4. 2020 Informational Briefings (about issues of importance to downtown)

Unless otherwise noted, there is sufficient staff time/resource available in 2020 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 40%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
4.1 Ambassador & Clean Team Program Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	1 hour for 4 quarterly updates	1 hour for 4 quarterly updates	Quarterly	N/A
4.2 Economic Development Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	1 hour for 2 semi-annual updates	1 hour for 2 semi-annual updates	Semi-annually	N/A
4.3 ODA Marketing Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	1 hours for 3 updates	1 hour for 3 updates	3x/Year	N/A
4.4 Downtown Strategy Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	1 hour for semiannual update	1 hour for semiannual update	Semiannual	N/A

4.5 Action Plan Update, including indicators PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	Q2 (May)	N/A
4.6 Parking Strategy Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	2 hour for quarterly updates	2 hour for quarterly updates	Quarterly	N/A
4.7 OPD Update on Safety Levy Implementation and Walking Patrol PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	.5 hours	.5 hours	Q1	N/A
4.8 Homeless Coordinator Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	.5 hours	.5 hours	Q2 or Q3	N/A
4.9 Sanitation Master Plan Update PBIA Role: Hear the information. Provide any insights.	.5 hours	.5 hours	Q3	N/A

Deliverable/Outcome: PBIA understands the issue and can communicate it to members				
4.10 Transportation Master Plan: A briefing from Public Works Transportation PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	Q2	N/A
4.11 Wayfinding Plan Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.12 Sea Level Rise Plan Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.13 Visitor & Convention Bureau Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.14 Code Enforcement Officer PBIA Role: Hear the information.	.5 hours	.5 hours	TBD	N/A

<p>Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>				
<p>4.15 Homefund</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.16 Downtown Design Guidelines</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.17 Neighborhood Center</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.18 Eco-District</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.19 Short-term Rentals</p> <p>PBIA Role: Hear the information. Provide any insights</p>	.5 hours	.5 hours	TBD	N/A

Deliverable/Outcome: PBIA understands the issue and can communicate it to members				
4.20 Sign Code Update PBIA Role: Hear the information. Provide any insights Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.21 Shoreline Master Plan PBIA Role: Hear the information. Provide any insights Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.21 Waste water PBIA Role: Hear the information. Provide any insights Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.22 EDDS PBIA Role: Hear the information. Provide any insights Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.23 ARTSWALK PBIA Role: Hear the information. Provide any insights Deliverable/Outcome: PBIA	.5 hours	.5 hours	TBD	N/A

understands the issue and can communicate it to members				
4.24 Isthmus Park PBIA Role: Hear the information. Provide any insights Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.25 Courthouse Project PBIA Role: Hear the information. Provide any insights Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.26 Downtown Pet Parks PBIA Role: Hear the information. Provide any insights Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A



PBIA Advisory Board

Round Table Discussion

Agenda Date: 1/13/2021
Agenda Item Number: 8.A
File Number:21-0047

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

