



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, February 17, 2021

5:30 PM

Online and via phone

Meeting link:

[https://us02web.zoom.us/j/82264647055?
pwd=MUUvNFRhckhMNWErc09ZcGx2eHNaZz09](https://us02web.zoom.us/j/82264647055?pwd=MUUvNFRhckhMNWErc09ZcGx2eHNaZz09)

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. PUBLIC COMMENT

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

4. ANNOUNCEMENTS

5. BUSINESS ITEMS

5.A [21-0186](#) 2021 PBIA Meeting Dates

Attachments: [Meeting Dates](#)

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

Attachments: [Hyperlink](#)

5.C [21-0187](#) Draft 2021 Work Plan

Attachments: [2021 Work Plan - DRAFT](#)

[2021 PBIA Budget](#)

[Public Values Results Map](#)

5.D [21-0185](#) Downtown lighting projects

6. REPORTS

7. OTHER TOPICS

7.A [21-0184](#) Round Table Discussion

8. 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.



PBIA Advisory Board

2021 PBIA Meeting Dates

Agenda Date: 2/17/2021
Agenda Item Number: 5.A
File Number:21-0186

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 January meeting the board chose to shift its regular meeting dates to the third 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 Finance committee 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

date

Wednesday, Jan 27
 Wednesday, Feb 24
 Wednesday, Mar 24
 Wednesday, Apr 28
 Wednesday, May 26
 Wednesday, Jun 23
 Wednesday, Jul 28
 Wednesday, Aug 25
 Wednesday, Sep 22
 Wednesday, Oct 27
 Wednesday, Nov 24
 Wednesday, Dec 22



PBIA Advisory Board

PBIA Advisory Committee Vice Chair position vacancy

Agenda Date: 2/17/2021
Agenda Item Number: 5.B
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

Draft 2021 Work Plan

Agenda Date: 2/17/2021
Agenda Item Number: 5.C
File Number:21-0187

Type: decision **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, Senior Program Specialist

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.

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

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:

2021 Draft Workplan

2021 Budget

Public Value maps

PBIA (Parking & Business Improvement Area) Advisory Board 2021 Work Plan

January 2021 through April 2022. 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 2021.

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
<p>1A.1 Monthly Meeting Roundtable</p> <p>PBIA Role: Time devoted at end of each PBIA meeting to discuss downtown business interests, leading to:</p> <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) <p>Deliverable/Outcome: As outlined above. Connect the downtown businesses and City. Help staff communicate effectively with downtown business stakeholders.</p>	<p>10-20 minute discussion at each meeting</p>	<p>10-20 minute discussion at each meeting</p> <p>+ Prepare and distribute communications</p>	<p>Monthly</p>	<p>N/A</p>

<p>1A.2 Survey Downtown Businesses: Gauge the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBI A and City efforts.</p> <p>PBI A 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.</p> <p>Deliverable: Survey results and other comments received will be provided to City Council through reports shared with City Council quarterly.</p>	<p>Identify questions and discuss survey results as part of monthly roundtable</p>	<p>Identify questions and discuss survey results as part of monthly roundtable</p> <p>+ Put survey online, notice it, prepare summary report</p> <p>+ Put up and monitor suggestion box, prepare summary</p>	<p>Quarterly</p>	<p>N/A</p>
<p>1A.3 Annual member meeting</p> <p>PBI A Role: Host an annual meeting for PBI A members (ratepayers). This is required by the PBI A bylaws. Source inspiring speaker to generate attendance.</p> <p>Deliverable/Outcome: Meeting to promote member relations.</p>	<p>3 hours (1 hour to plan to event, 2 hours for event)</p>	<p>2.5 hours (.5 hours to plan to event, 2 hours for event)</p> <p>+ Handle meeting logistics</p>	<p>TBD</p>	<p>Included in \$2,000 Administration budget</p>

1B. Clean & Safe

Unless otherwise noted, there is sufficient staff time/resource available in 2021 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 1%

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

<p>1B.1 Partially fund the Downtown Ambassador and Clean Team program</p> <p>PBIA Role: Provide funds. Gather feedback from members about the program, which may influence priorities.</p> <p>Deliverable/Outcome: Leverage City funds to expand the ambassador and clean team operations.</p>	<p>0 hours</p> <p>(any time devoted would be part of Communications in Section 1)</p>	<p>0 hours</p> <p>(any time devoted would be part of Communications in Section 1)</p>	<p>N/A</p>	<p>\$43,500</p>
<p>1B.2 Mural Protection</p> <p>PBIA Role: Identify murals in need of protection /preservation/ rehabilitation</p> <p>Deliverable/Outcome: preservation of community assets and a cleaner downtown</p>	<p>Approximately .5 hours of discussion</p>	<p>Approximately .5 hours of discussion</p>	<p>Q2 or Q3</p>	<p>\$1,500</p>
<p>1B.3 Extra Alley Flushings</p> <p>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.</p> <p>Deliverable/Outcome: A cleaner downtown</p>	<p>0</p>	<p>0</p>	<p>N/A</p>	<p>\$1,200</p>

1C. Beautiful Streetscapes

Unless otherwise noted, there is sufficient staff time/resource available in 2021 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 <i>(Estimated)</i>	Budget Implications
Plans				
<p>1C.1 Flower Baskets: 80 flower baskets to be hung and regularly maintained from end of May-Sept. Seek partnerships/sponsorships for expanding program.</p> <p>PBIA Role: Review 2021 results and provide input to staff about contract needs for 2021 program</p> <p>Deliverable/Outcome: Flower baskets that contribute to an attractive and welcoming downtown environment</p>	.5 hours	.5 hours	Q2-3	\$23,400 total (\$5,400 for product and \$18,000 for maintenance)
<p>1C.2 Public Art Investment: (i.e. Art in Windows, benches, murals, plinth purchase etc)</p> <p>PBIA Role: Discuss what type of art or themes they would like to see showcased in vacant windows (staff works w/property owners)</p> <p>Deliverable: Art/photos in vacant storefronts</p>	.5 hours	1-2 hours	Q2- start discussion Coordinate with the Wayfinding Plan	\$2,500

<p>1C.3 Lighting illuminating dark streets to create a festive and inviting streetscape.</p> <p>PBIA Role: Participate in the identification of placement opportunities of lights.</p> <p>Deliverable: Festive lighting displays</p>	.5 hours	2 hours	Q2-4	\$8,000
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1D. Marketing

Unless otherwise noted, there is sufficient staff time/resource available in 2021 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
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Plans

<p>1D.1 Sponsoring Events that benefit and draw visitors into downtown (e.g., Pride, Girls Night Out, Trick or Treat, etc.)</p> <p>PBIA Role: Develop application process for sponsorship requests. Choose which events to sponsor and amount</p> <p>Deliverable: Support for events hosted by other organizations</p>	2 hours	2 hours	Discussion March 2021	\$7,000
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<p>1D.2 Twinklefest illuminating dark streets during the winter holiday retail season.</p> <p>PBIA Role: Promote retail lighting displays</p> <p>Deliverable: Festive lighting displays</p>	.5 hours	2 hours	Q4	\$6,000
<p>1D.3 Provide a welcome packet to new downtown residents</p> <p>PBIA Role: Review results of pilot to Annie's Artist Flats, refine and plan for remaining openings</p> <p>Deliverable: A packet of information to welcome residents to downtown.</p>	.5 hours On-going	.5 hours	Q2	None (may use leftover budget or parking tokens)
<p>Continuation of #WhyIGoDowntown</p> <p>PBIA Role:</p> <p>Deliverable:</p>	On-going	1 hour	Q2-3	\$10,000

1E. Parking

Unless otherwise noted, there is sufficient staff time/resource available in 2021 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
<p>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</p>	<p>1-2 hours at committee</p> <p>Additional time for outreach can be folded into</p>	<p>1-2 hours at committee</p> <p>+ develop materials</p>	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>	<p>Communications efforts outlined in 1A</p>			
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SECTION 2: Administrative Duties

Unless otherwise noted, there is sufficient staff time/resource available in 2021 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 <i>(Estimated)</i>	Budget Implications
Plans				
<p>2.1 Provide input re: potential update to PBIA Ordinance</p> <p>PBIA Role: Provide input to City Council re: the scope of necessary changes, and potentially make more specific recommendations if requested by Council</p> <p>Deliverable: Input to staff & Council</p>	2 hours	2 hours	Q3	Included in CP&D base budget
<p>2.2 Review & update PBIA Bylaws</p> <p>PBIA Role: Scope, consider and adopt potential changes to PBIA bylaws</p> <p>Deliverable: Updated bylaws</p>	2 hours	2 hours	Q3	Included in base CP&D budget
<p>2.3 Recommendation on PBIA's 2021 budget</p> <p>PBIA Role: Develop a recommended 2021 budget to implement PBIA's roles and goals</p> <p>Deliverable: Recommended budget</p>	2 hours	2 hours	Q4	Recommendation process included in CP&D base budget. Shapes the 2021 PBIA budget

<p>2.4 Joint meeting with the Olympia Downtown Association (ODA)</p> <p>PBIA Role: Help set the agenda and participate</p> <p>Deliverable: Two meetings with ODA</p>	<p>2-4 hours</p> <p>May be part of D.1</p>	<p>2-4 hours</p>	<p>Q3</p>	<p>N/A</p>
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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 2021.

Estimated Percent of Overall Committee Effort: 7%

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

SECTION 4. 2021 Informational Briefings (about issues of importance to downtown)

Unless otherwise noted, there is sufficient staff time/resource available in 2021 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 <i>(Estimated)</i>	Budget Implications
<p>4.1 Ambassador & Clean Team Program Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	1 hour for 4 quarterly updates	1 hour for 4 quarterly updates	Quarterly	N/A
<p>4.2 Economic Development Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	1 hour for 2 semi-annual updates	1 hour for 2 semi-annual updates	Semi-annually	N/A
<p>4.3 ODA Marketing Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	1 hours for 3 updates	1 hour for 3 updates	3x/Year	N/A
<p>4.4 Downtown Strategy Update</p>	1 hour for semiannual update	1 hour for semiannual update	Semiannual	N/A

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

Deliverable/Outcome: PBIA is updated and can communicate it to members.				
4.9 Sanitation Master 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	Q3	N/A
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	.5 hours	.5 hours	TBD	N/A

<p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>				
<p>4.14 Code Enforcement Officer</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>4.15 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> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.20 Sign Code Update</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>4.21 Shoreline Master Plan</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>4.21 Waste water</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>4.22 EDDS</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>4.23 ARTSWALK</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>4.24 Isthmus Park</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>4.25 Courthouse Project</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>4.26 Downtown Pet Parks</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA</p>	.5 hours	.5 hours	TBD	N/A

understands the issue and can communicate it to members				
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PBIA - 2021 Budget

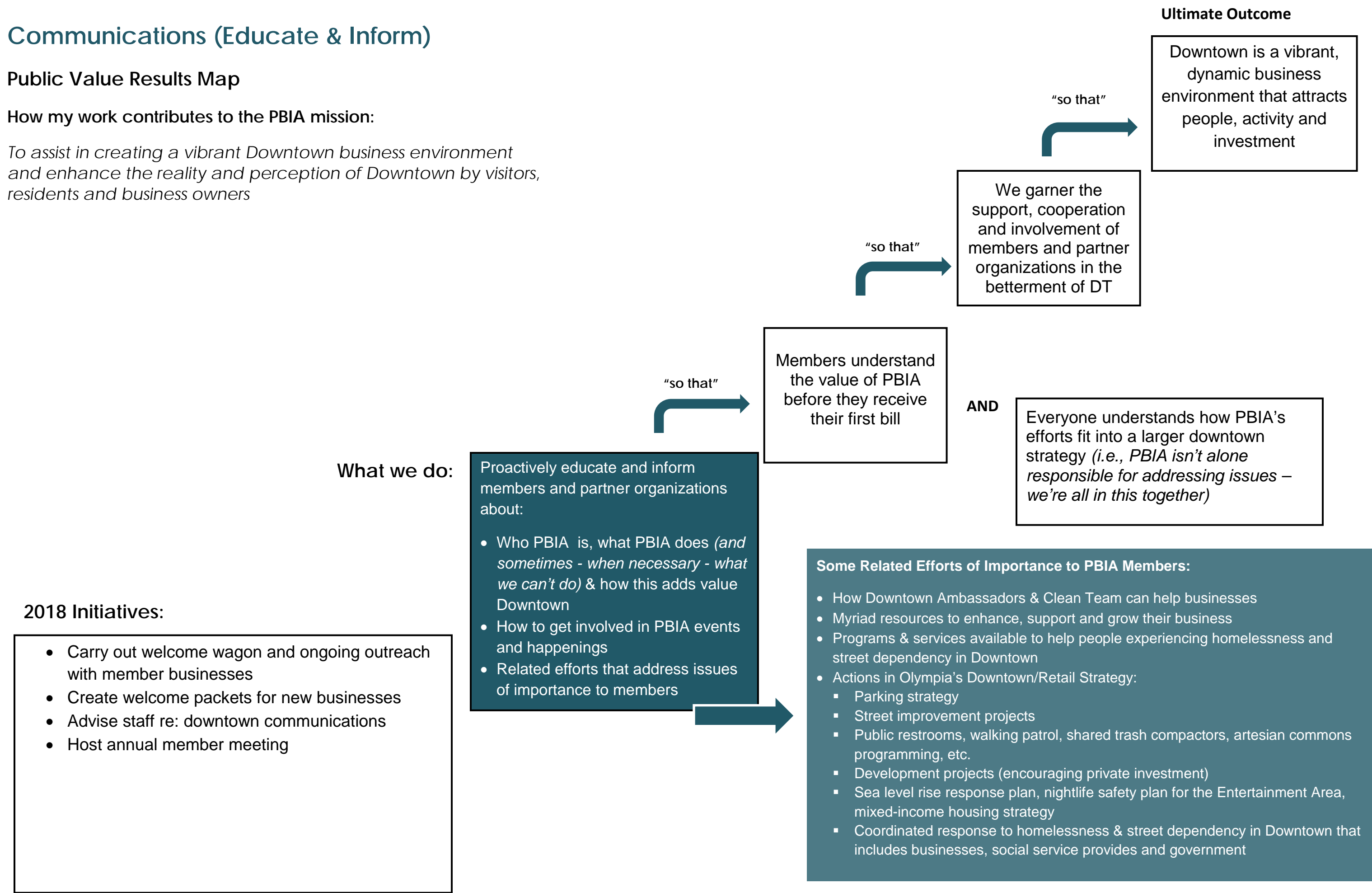
Program	Category	2021 Budget	2020 Budget	2020 Actual
Ambassadors & Clean Team	Clean & Safe	\$ 43,500	\$ 43,500	\$ 43,500
Mural protection	Clean & Safe	\$ 1,500	\$ 1,500	\$ -
Extra alley flushings	Clean & Safe	\$ 1,200	\$ 1,200	\$ 720
Flower baskets	Streetscape Beautification	\$ 5,400	\$ 5,400	\$ 4,334
Flower basket watering	Streetscape Beautification	\$ 18,000	\$ 18,000	\$ 6,342
Art/photos in windows	Streetscape Beautification	\$ 2,500	\$ 2,500	\$ -
Lighting	Streetscape Beautification	\$ 8,000		\$ -
4th quarter (formerly 'Twinklefest')	Marketing	\$ 6,000	\$ 14,000	\$ -
Event sponsorships	Marketing	\$ 7,000	\$ 7,000	\$ 3,735
Administration	Administration	\$ 2,000	\$ 2,000	\$ 27
Contingency	Contingency	\$ 4,350	\$ 4,900	\$ -
#WhyIGoDowntown	Marketing	\$ 10,000	\$ 9,600	\$ 9,600
	TOTAL BUDGET	\$ 109,450	\$ 109,600	\$ 68,258

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



2018 Initiatives:

- Carry out welcome wagon and ongoing outreach with member businesses
- Create welcome packets for new businesses
- Advise staff re: downtown communications
- Host annual member meeting

What we do:

Proactively educate and inform members and partner organizations about:

- Who PBIA is, what PBIA does *(and sometimes - when necessary - what we can't do)* & how this adds value Downtown
- How to get involved in PBIA events and happenings
- Related efforts that address issues of importance to members

Members understand the value of PBIA before they receive their first bill

AND

Everyone understands how PBIA's efforts fit into a larger downtown strategy *(i.e., PBIA isn't alone responsible for addressing issues – we're all in this together)*

We garner the support, cooperation and involvement of members and partner organizations in the betterment of DT

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

Some Related Efforts of Importance to PBIA Members:

- How Downtown Ambassadors & Clean Team can help businesses
- Myriad resources to enhance, support and grow their business
- Programs & services available to help people experiencing homelessness and street dependency in Downtown
- Actions in Olympia's Downtown/Retail Strategy:
 - Parking strategy
 - Street improvement projects
 - Public restrooms, walking patrol, shared trash compactors, artesian commons programming, etc.
 - Development projects (encouraging private investment)
 - Sea level rise response plan, nightlife safety plan for the Entertainment Area, mixed-income housing strategy
 - Coordinated response to homelessness & street dependency in Downtown that includes businesses, social service providers and government

Communications (Query Members)

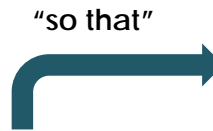
Public Value Results Map

How my work contributes to the PBIA mission:

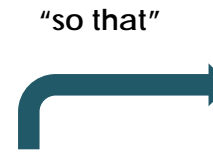
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

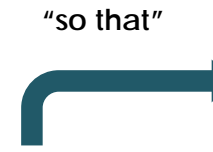
Gather feedback from members about issues important to them and share it with the City



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

"so that"



Downtown feels welcoming, safe and attractive to those who visit, work and live here

"so that"



Downtown Olympia is known as a desirable destination within Thurston County and the State of WA

"so that"



AND

Community members and visitors come back again and again

AND

Businesses have a voice pertaining to clean & safe issues, as these have consistently been identified as a priority

Ultimate Outcome

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

Beautiful Streetscapes

Public Value Results Map

How my work contributes to the PBIA mission:

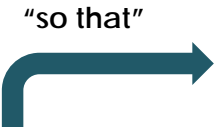
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

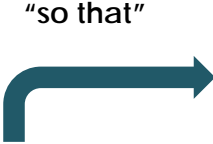
- Fund small projects that contribute to an attractive, welcoming Downtown

2018 Initiatives:

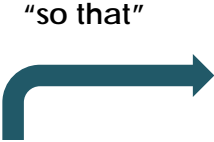
- Hang and maintain flower baskets
- Make a public art investment



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

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)

“so that”



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

“so that”



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

“so that”



Ultimate Outcome

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

Guidance:

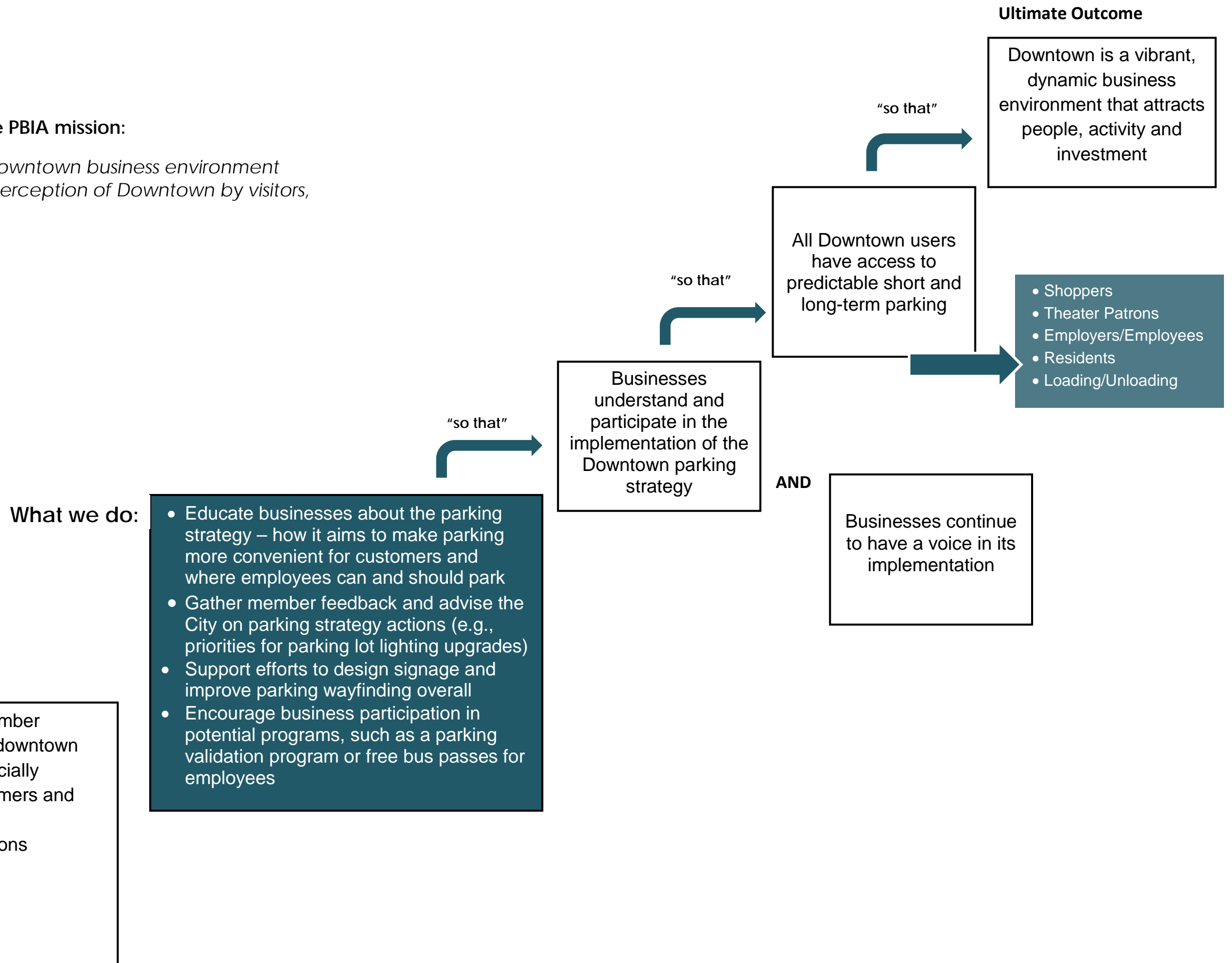
- Be timely
- Promote shop local
- Coordinate with ODA on overarching image and message

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

Ultimate Outcome

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

"so that"



Businesses can stay and thrive in Downtown as the local economy grows

"so that"



Downtown businesses have the tools and trainings they need to be successful

"so that"



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

2018 Initiatives:

- Promote the myriad small business support resources available in our region through communication functions



PBIA Advisory Board

Downtown lighting projects

Agenda Date: 2/17/2021
Agenda Item Number: 5.D
File Number:21-0185

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

Title

Downtown lighting projects

Recommended Action

Information only. No action requested.

Report

Issue:

Discussion on potential Downtown lighting improvement projects

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Background and Analysis:

In the last year Downtown has seen lighting improvements like the festival lighting surrounding the 5th Ave & Washington intersection and the return of seasonal tree lighting. This lighting has improved the character of these Downtown corridors measurably. The board will explore opportunities to expand similar lighting improvements Downtown.

Neighborhood/Community Interests (if known):

N/A

Options:

Receive the report

Financial Impact:

PBIA has budgeted \$8,000 for lighting projects for 2021.

Attachments:

None



PBIA Advisory Board Round Table Discussion

Agenda Date: 2/17/2021
Agenda Item Number: 7.A
File Number:21-0184

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

