



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Mark Rentfrow
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Thursday, November 10, 2016

6:00 PM

Council Chambers

1. CALL TO ORDER

Chair Corso called the meeting to order at 6:03 p.m.

1.A ROLL CALL

Present: 10 - Chair Mary Corso, Vice Chair Connie Phegley, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Sheila Irish, Boardmember Bobbi Kerr, Boardmember David Rauh, Boardmember Jeffrey Trinin and Boardmember Sunday Williams

Excused: 4 - Boardmember Audrey Henley, Boardmember Kim Murillo, Boardmember Nathan Rocker and Boardmember Daniel Vining

OTHERS PRESENT

Councilmember, Jeannine Roe
Community Planning and Development Staff:
Director, Keith Stahley
Economic Development Director, Renée Sunde
Downtown Liaison, Mark Rentfrow
Lead Code Enforcement Officer, Chris Grabowski
Code Enforcement Officer, Jon Uriarte
Downtown Ambassador, Teal
Office Specialist/Minute Recorder, Stacey Rodell

2. APPROVAL OF AGENDA

Chair Corso proposed a correction to the agenda under Item 3.A. Change the approval of the minutes to approval of the October 13, 2016 instead of the September 8, 2016 minutes.

Mark Rentfrow proposed adding two business items to the agenda - Approval of Proposed 2017 Budget Allocations and Approval of 2016-2020 Strategic Plan.

The agenda was approved as amended.

3. APPROVAL OF MINUTES

[16-1238](#) Approval of October 13, 2016 Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS - None

6. BUSINESS ITEMS

6.A [16-1231](#) Update from Jon Uriarte - Downtown Code Enforcement

Mr. Grabowski and Mr. Uriarte presented a briefing on code enforcement in Olympia. It was noted that Mr. Uriarte was hired in June 2016 in a half time position that is currently only funded until the end of December 2016. It was noted that the Code Enforcement Department could be more effective with one additional full time employee. Currently there are two full time employees working in the Code Enforcement Department.

The report was received.

6.B [16-1232](#) Downtown Liaison Annual Update

Mr. Rentfrow presented a briefing on his role as the Downtown Liaison over the past year.

Downtown Liaison Work Responsibilities

- 50% PBIA
- 25% Downtown Ambassadors
- 25% Everything Else

2016 PBIA Related Initiatives

- PBIA Liaison - book all meetings, guests and create materials
- Business resource facilitation - Grow Olympia and Tune-Up
- Work with Parking Services to represent downtown needs
- Business response - signage, litter cans, leaves and graffiti
- Local business check-ins
- Downtown sanitation coordinator - portable restrooms
- Downtown safety projects - Crime Prevention Through Environmental Design (CPTED) and Olympia Downtown Association (ODA) Clean and Safe Program
- Promotion and distribution of brooms, bar signage and butterflies
- Stakeholder outreach and partnerships - Twinklefest and Girls Night Out
- Mural outreach and coordination (PBIA, Oly Raffa and Private)
- Parklet coordinator
- Council Committee presentations and updates

Downtown Ambassador Initiatives

- Downtown Ambassador contract manager (programmatic)

- Help coordinate and administer intern program (alley inventory)
- Work with law enforcement for nuisance issues (bikes locked up, pet waste, graffiti, etc.)
- Low level code enforcement preliminary response
- Community partners - Washington Center and Olympia Family Theater

Everything Else

- Downtown Strategy meetings
- Neighborhood liaison and project coordinator
- Support Economic Development team with Community Renewal Area work, community meetings and outreach
- Artesian Commons programming
- City Homelessness Response Contract Manager/Strategy participant
- Representative at Main Street events (Revitalize Washington)

The report was received.

[16-1293](#) ADDED - Approval of Proposed 2017 Budget Allocations

Boardmember Rauh motioned, seconded by Boardmember Trinin to approve the proposed 2017 budget. The motion passed unanimously.

[16-1294](#) ADDED - Approval of 2016-2020 Strategic Plan

Boardmember Dean motioned, seconded by Boardmember Kerr to approve the 2016-2020 Strategic Plan. The motion passed unanimously.

7. REPORTS

Teal presented a monthly update on the Downtown Ambassador program.

Clean & Safe Committee Report:

- Met with Jim Wright regarding the Welcome Center's future
- Would like to purchase materials to protect the murals from vandalism. There is a product called Vandal Guard which is a sealant.
- Benches
- Artesian Commons
- Would like Councilmembers to go on a tour of Downtown on a Friday night after 11:00 p.m. to get a better sense of the issues that happen during this time
- Met with bar owners about how their businesses are doing and they said they are doing well. The "Be Excellent to Each Other" signs have been laminated and will be passed out to bars for display.
- Potential future meeting with the 4th Avenue community
- Street harassment
- Trying to promote a positive "human interest" story via the Olympian to combat the negative image of downtown portrayed in recent articles
- Late night bus route

- Broken window/vandalism support fund discussion may need to be brought before Council
- Public art and how to manage maintenance - currently an intern working on creating an inventory on murals/alleys downtown

Marketing Committee Report:

- Video ad is currently running at the Olympia Film Society for 13 weeks
- Video ad will potentially be running for four weeks in December at the Regal Cinema Theater in Lacey
- Media Promotion for Downtown for the Holidays and Twinklefest events:
 - Mix 96 radio
 - KGY radio
 - ROXY radio
 - The Olympian
 - The Chronicle
 - The Mason County Journal
 - The Ranger
 - The Stranger
 - Oly Arts

The Committee is requesting a budget increase from \$34,500 to \$44,300 for 2017 due to increased marketing opportunities being offered.

8. OTHER TOPICS

The Boardmembers discussed Board terms that are expiring and the process of re-running. They also discussed informing individuals not currently on the Board, there are openings on the Board for 2017.

The following Boardmember positions are expiring:

Boardmember Dean

Boardmember Rauh

Boardmember Phegley

Boardmember Trinin

Boardmember Williams

There is currently a vacant position that will expire in 2019 from a Boardmember who resigned before their term was expired. The deadline for completing the boardmember application is December 2, 2016.

Discussion regarding a survey which was sent out to all PBIA rate payers. Top three items were:

- Evening walking patrol
- Public restrooms
- Parking

Update regarding the Downtown Halloween event:

- 60-70 business participated
- 6 prize packages were awarded
- 3000-3500 visitor participants

Boardmember David indicated his company is opening a new restaurant in Downtown.

The Board decided to cancel the December 8, 2016 meeting.

8.A Current PBIA Budget Analysis for 2016

8.B [16-1230](#) November 2016 PBIA Operating Budget

The report was received.

9. ADJOURNMENT

The meeting adjourned at 7:39 p.m.