



## Meeting Minutes - Draft

### PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
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Wednesday, September 6, 2017

11:00 AM

Room 112

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#### Special Meeting of the Communications & Partnerships Committee

#### 1. CALL TO ORDER

Board Chair Corso called the meeting to order at 11:00 a.m.

#### 1.A ROLL CALL

**Present:** 2 - Chair Mary Corso and Boardmember Bobbi Kerr

#### OTHERS PRESENT

City Staff

Amy Buckler, Staff Liaison and Senior Planner  
Mark Rentfrow, Downtown Liaison

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. BUSINESS ITEMS

#### 3.A [17-0897](#) Strategic Planning Exercise

**Attachments:** [communication page](#)

In 2016, the Board developed a 5-Year Strategic Plan with the objective of providing policy direction for considering how to direct future investment of PBIA funds in Downtown. The Plan was intended to be dynamic and updated once Olympia's Downtown Strategy was complete. The Board is refining the Plan to establish clarity about what the PBIA does and why, to establish a stronger foundation for ratepayer communication.

Ms. Buckler explained her intention to organize the Committee's goals into manageable outcomes based on what is appropriate for the Committee, to help ratepayers get a sense of what the Committee does and why. This is being done so that the Committee's goals can be included in both the Work Plan for the Board and communications to ratepayers.

Ms. Buckler walked the group through the basics of a "So that" exercise aimed at helping to identify the appropriate roles and responsibilities of the Communications & Partnerships Committee. The topics center on projects that the PBIA's Communications & Partnerships Committee are engaged and how it contributes to the PBIA's mission.

Topics/Questions for the group included:

- What is the role of the Communications & Partnerships Committee - what do you do?
- Why is what you do important?
- Who is it important to?

Ms. Buckler explained how the PBIA Work Plan influences funding decisions and the direction of the Board's actions.

This exercise was undertaken to provide clarity to the City staff and elected officials who oversee the operations of the PBIA.

**The discussion was discussed and closed.**

#### **4. ADJOURNMENT**

The meeting adjourned at 12:00 p.m.