

Communications (Educate & Inform)

In black are combined notes from the small group discussions; in red are staff comments.

Priorities

- Welcome Packets
- Welcome wagon: Forge ongoing face-to-face relationships
- Periodic Newsletters (Seems like it might be difficult for PBIA advisory board members to implement this regularly. As part of an effort to better coordinate downtown communications, City Staff may be putting together a quarterly or bi-annual update about what's happening downtown, and if so recommends PBIA contribute to this effort rather than create a separate communication)
 - Quarterly mailer (print?)
- Annual Report
- Improve member email database (this is a City administrative job; PBIA advisory board can help by encouraging members to provide updated emails)

Other Ideas

- Website for members: PBIAolympia.com (Staff recommends updating the City's PBIA webpage and deleting this outside webpage)
- Social media (administered by Ambassadors)
- Email Blasts
- Annual member meeting
- Map of Downtown – one map with all the data (pedestrian and bike routes, arts, parking, facilities, etc.) (coordinate with ODA, VCB, City, BPAC) (This is a good idea. It could be something simple to put together or very complicated depending on the scope and technical resources. I will look into it more.)
- Develop an identity
- Academy (We can send out special invites when there is a briefing about a topic of high interest at a PBIA meeting, and it could be structured to allow for additional discussion with the audience. A separate downtown academy program is beyond the scope city staff can resource. Also, is it necessary to duplicate ODA efforts?)
- Text messages? (the City reserves text messaging for major emergencies only)

Not included in list & why

- Welcome packet for New Residents: This section is about communicating with members. A welcome packet for new residents is in the marketing section
- Focus groups: This section is about educating and informing members. Perhaps focus groups belongs in the query members category

Communications (Query Members)

Priorities

- Conduct online surveys
 - Short 3-question, quarterly surveys
 - Include targeted surveys by sector
 - Email these
 - More PR for these surveys
- “Suggestion box” (so that members can constantly provide feedback)
 - Can be online or physical
- Annually, host a member meeting in the fall

Other Ideas

- Host meetings with bar owners to address downtown nightlife issues
- Facilitated conversations between board members and businesses
- Use “Olyspeaks” to receive feedback
- Devise ways to get member feedback from a broad base of businesses
- Board membership – bar? focus
- Language preference (Not sure what exactly this note meant, but I do recall conversation about ensuring PBIA/City can communicate with members who don't speak English (and this is in the ordinance, too.) Staff's recommendation is to identify these business owners through the welcome wagon at which point the City could then connect the business owner and PBIA delegate to a translator. This might be a more effective first step rather than producing written materials in other languages.)
- Large employers
- Other PBIA's – what do they do?

Clean & Safe

You won't see these items on the PBIA work plan. That's because the work plan describes efforts the PBIA is going to be spending meeting or volunteer time on. While PBIA contributes funds to Ambassadors & Clean Team and event sponsorships, for example, the board is not implementing these efforts. Of course, these efforts may still be the focus of survey questions and feedback related to member communications (Section 1 of the draft work plan.)

Priorities

- Partially fund the Ambassadors and Clean Team
- Sponsor Volunteers in Paint and Downtown Spring and Fall Clean Up
 - Want to be recognized for their role in DT clean up
- Install and maintain cigarette butt containers
- Cleaning streets and sidewalks (e.g., extra alley flushing, etc.) (Let's flesh this item out some more. Are you suggesting budgeting for extra alley flushings, or something more than that, perhaps adding to the clean team funding to expand their operations?)

Other Ideas

- Distribute materials which direct people to social services (could be included in the welcome packet)
- More/higher landscape maintenance, weeding tree grates (fold into feedback about clean team priorities)
- Leaves (fold into feedback about clean team priorities?)

Beautiful Streetscapes

Priorities

- Hang flower baskets
- Add art (e.g., murals, banners, art on plinths) and interactive areas to Downtown
 - Coordinate mural program

Other Ideas

- Add, maintain and repair benches
- Provide window signs that promote inclusivity
- Walking tour of murals (We need to have a broader conversation about the limits of our ability to host events. However, something like this seems doable.)
- More spending on marketing

Marketing

(How we do marketing in 2018 is a topic for discussion. Whether this is done through a contract with a marketing firm or a partnership with ODA and what PBIA's exact role would be is TBD)

Priorities

- Place ads, stories, narratives in Thurston Talk, Oly Arts, The Stranger, The Volcano, The Ranger, etc.
- Sponsor Twinklefest (perhaps fold it into Downtown for the Holidays)
- Sponsor events such as ODA's Girls Night Out, Lakefair, Trick or Treat, Pride, etc.
- Provide a welcome packet to new Downtown residents
- Events – ours (We need to have a broader conversation about the limits of our ability to host events.)

Other Ideas

- Run ads at the movie theater or the radio
- Billboard
 - I [heart] Oly
- Work with ODA and CDB on brand
- Leverage artistic community
- 2 strategies - Local and visitors – work with VCB
- Girls night out?

Business Training, Professional Development

Add this program focus

Priorities:

- Encourage members to participate in Tune-Up, etc.
- Other Initiatives TDB