



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
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Thursday, December 14, 2017

6:00 PM

Council Chambers

1. CALL TO ORDER

Boardmember Ruse called the meeting to order at 6:01 p.m.

1.A ROLL CALL

Councilmember Roe arrived after the roll call was taken.

Present: 8 - Boardmember Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Sheila Irish, Boardmember Kim Murillo, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Danielle Ruse

Excused: 3 - Chair Mary Corso, Boardmember Alana Carr and Boardmember Jeffrey Trinin

Absent: 2 - Boardmember Audrey Henley and Boardmember Bobbi Kerr

OTHERS PRESENT

Councilmember Jeanine Roe
Community Planning & Development staff:
Senior Planner Amy Buckler
Minutes Recorder Stacey Rodell
Public Works staff:
Senior Planner Sophie Stimson
Olympia Downtown Association (ODA):
Executive Director Todd Cutts
Vice President and Promotion Committee Co-Chair Sandi Wilson
Promotion Committee Member Nate Riley
KPG Consultant Paul Fuesel

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

[17-1281](#) Approval of September 27 PBIA Member Meeting Minutes

The minutes were approved.

[17-1177](#) Approval of October 31, 2017 PBI Marketing Committee Meeting Minutes

The minutes were approved.

[17-1280](#) Approval of November 9, 2017 PBI Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Ms. Buckler announced the following:

- The City will be taking over the Clean Team and Ambassador program starting January 1, 2018.
- The 2018 PBI budget has been approved by City Council.
- General Government Committee expressed interest in PBI's public art investment being to replace the street pole banners, which are faded and ragged.
- Good feedback has been received regarding the new holiday snowflake decoration light bulbs.
- PBI will continue to meet the 2nd Thursday of every month at City Hall for 2018.

Councilmember Roe indicated the welcome center was hopefully temporarily eliminated with the City taking over the Ambassador Program. She will be advocating for a new welcome center.

6. BUSINESS ITEMS

[17-1283](#) 2018 Downtown Marketing/Promotion

Ms. Buckler provided an overview of an opportunity for the PBI and the ODA to collaborate on marketing and promotional opportunities.

The Board and the ODA discussed a proposed contract with the ODA for \$23,000 to provide marketing/promotion services for 2018.

Boardmember Irish moved, seconded by Boardmember Barrett to direct the marketing subcommittee to A) work with ODA to finalize a scope of work based on tonight's discussion including adding the words deliverables and performance measures to bullet number one in the proposed contract, B) approve the final scope of work, and C) direct staff to complete the contract. The motion carried by the following vote:

Aye: 6 - Boardmember Barrett, Boardmember Dean, Boardmember Irish, Boardmember Murillo, Boardmember Rocker and Boardmember Ruse

Nay: 2 - Boardmember David and Boardmember Rauh

Excused: 1 - Chair Corso

Absent: 4 - Boardmember Carr, Boardmember Henley, Boardmember Kerr and Boardmember Trinin

[17-1285](#) Downtown Street Improvement Update

Ms. Stimson and Paul Fuesel, consultant from KPG, provided an update on upcoming Downtown street improvement projects.

The report was received.

[17-1286](#) Letter for Rate Payers (insert for billing)

The Board reviewed the draft letter and provided feedback to Ms. Buckler. The letter will be revised and mailed out with the PBIA assessments the first week of January 2018.

The letter was approved as amended.

[17-1302](#) Announcement of PBIA Board Election Results

Ms. Buckler provided the results of the online PBIA Boardmember election. There are seven open seats. Five people ran and were elected to a three-year term which will begin at the January 11, 2018 meeting. The Chair and Vice Chair positions will be decided upon at that meeting.

The report was received.

[17-1288](#) Recognition of Outgoing Boardmembers and Councilmember

Staff and Boardmembers thanked Boardmember Irish, Boardmember Carr, Boardmember Kerr and Councilmember Roe for their service on the PBIA Board as this was their last meeting.

The recognition was given.

7. REPORTS

Boardmember Dean reported:

- The Police Department Walking Patrol will be from 5:00 p.m. to 9 p.m. every day through the holidays.
- On 2018 flower basket vendors.

Boardmember Murillo reported more than 80 businesses participated in Twinklefest this year.

8. ADJOURNMENT

The meeting adjourned at 7:58 p.m.