



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Mark Rentfrow
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Thursday, March 9, 2017

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: 11 - Chair Mary Corso, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Sheila Irish, Boardmember Bobbi Kerr, Boardmember Justin McIntyre, Boardmember Kim Murillo, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Jeffrey Trinin

Excused: 1 - Boardmember Audrey Henley

OTHERS PRESENT

Councilmember Jeannine Roe
Community Planning and Development Staff:
Downtown Liaison Mark Rentfrow
Senior Planner Amy Buckler
Office Specialist/Minutes Recorder Stacey Rodell
Downtown Ambassador Teal

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [17-0228](#) Approval of February 9, 2017 PBIA Advisory Board Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT

Interfaith Works Director Meg Martin passed out a draft survey that is planned to be emailed out to PBIA rate payers. The purpose of the survey is to provide feedback on the effects of the Warming Center from this winter. The Warming Center serves on average 160 people per day. Boardmembers provided feedback to Ms. Martin.

5. ANNOUNCEMENTS

Chair Corso stated there is a new Olympia Downtown Association Executive Director. His name is Todd Cutts.

6. BUSINESS ITEMS

6.A [17-0225](#) Presentation of the Downtown Strategy Draft

Ms. Buckler presented the draft of the Downtown Strategy via a PowerPoint presentation. The Downtown Strategy draft can be found online at www.olympiawa.gov/DTS.

Discussion:

Boardmember Dean reminded Ms. Buckler the PBIA has a marketing team and this should be considered when working on the Downtown Strategy marketing plan.

Chair Corso asked for further clarification on some of the streets which are planned for improvements. Ms. Buckler provided further information.

The information was received.

6.B [17-0254](#) Election of PBIA Board Chair and Vice Chair

Mr. Rentfrow indicated there will be an election for Chair and Vice Chair. He asked if anyone was interested in running for Chair. Boardmember Dean nominated Boardmember Corso for the Chair position. Mr. Rentfrow asked if anyone was interested in running for Vice Chair. Boardmember Trinin indicated he would run if nobody else was interested. Boardmember McIntyre asked for clarification of the duties for each position. Mr. Rentfrow reviewed the duties. Boardmember Corso nominated Boardmember Dean for the Vice Chair position. Boardmember Carr nominated Boardmember McIntyre for Vice Chair. Boardmember Trinin withdrew his interest for Vice Chair since there were others interested. Mr. Rentfrow passed out ballots and the Board voted. While the ballots were being counted by Mr. Rentfrow, the Board moved on with the meeting.

Chair Corso indicated there are three open positions on the PBIA Board. Danielle Ruse, a potential member was in attendance and told the Board a bit about herself. She will be in touch with Mr. Rentfrow to apply for one of the open positions. Chair Corso urged Boardmembers to seek out people to apply for the open positions.

Chair Corso indicated the leadership meetings will now be on the last Thursday of each month.

Mr. Rentfrow announced the results of the election for Vice Chair. Justin McIntyre will be the new Vice Chair. The Board unanimously agreed Mary Corso will be the Chair.

The Vice Chair and Chair positions were approved.

7. REPORTS

7.A [17-0255](#) Marketing Committee will discuss their efforts in Downtown

Boardmember Dean reported on the first marketing meeting for this year. It was determined there is \$6,500 in the marketing budget that is unallocated for a particular marketing task. The Committee decided to fund the following: Girls Night Out event for \$500 and Capital City Pride event for \$500. There will be further discussion by the Committee as to how to allocate the remaining marketing funds.

Boardmember Murrillo reported on the new website. The old website is no longer active. She will report the number of visits to the new website at the next meeting.

Boardmember Dean reported the flower baskets will arrive the 3rd week in May. There is a new maintenance plan being worked on for the care of the flower baskets.

There was discussion about parking and the Girls Night Out event, which starts on May 12, 2017 at 10:00 a.m.

Boardmember Murrillo indicated she is looking for suggestions for the next newsletter. Several suggestions were discussed.

The report was received.

7.B [17-0236](#) Clean and Safe Committee Report

Boardmember Carr reported on the following:

- Mural jury process has been completed
- Vandalguard product has arrived and will be used to safety coat murals
- The butt collectors are almost complete
- Looking into costs of repainting benches
- Artesian Commons business survey will be emailed soon

Ambassador Teal provided a handout which provided information regarding pressure washing for areas of Downtown.

The report was received.

8. OTHER TOPICS

There was discussion of which Boardmembers were planning on attending the meeting on March 16, 2017 with the Executive Director of the Lakefair event.

Councilmember Roe announced there was an update from the Visitor and Convention Bureau (VCB) at a recent Council meeting. There is a new tourist campaign called "Experience Olympia and Beyond". Part of the campaign involves tourists taking selfies at points around the County.

9. ADJOURNMENT

The meeting adjourned at 7:30 p.m.