



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
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Wednesday, January 8, 2020

5:30 PM

CR 207

1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:32 p.m.

1.A ROLL CALL

Present: 8 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Johnny Atlas, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Lyndsay Galariada, Boardmember Nathan Rocker and Boardmember Jeremy Williamson

Excused: 1 - Boardmember David Rauh

1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:
Senior Program Specialist/Staff Liaison Max DeJarnatt
Strategic Projects Manager Amy Buckler

City of Olympia:
Mayor Cheryl Selby
Councilmember Lisa Parshley

Downtown Improvement District Boardmembers:
Todd Cutts
Matthew Debord
Ron Thomas

Mosaic Marketing Studios:
Natasha Ashenhurst

2. APPROVAL OF AGENDA

Boardmembers asked to move Business Item 6.B before Business Item 6.A.

The agenda was approved as amended.

3. APPROVAL OF MINUTES

3.A [20-0022](#) Approval of December 4, 2019 Parking and Business Improvement Area

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The minutes were approved.

4. PUBLIC COMMENT

The following people spoke: Dean Jones, Bryan Willis, Patty Belmonte, Suzanne Clark, Ryan DiCrescenzo, and Iri Alexander.

5. ANNOUNCEMENTS

Chair Ruse introduced Boardmember Johnny Atlas.

6. BUSINESS ITEMS**6.A [20-0021](#) Downtown Marketing Campaign**

Ms. Ashenhurst shared samples of ads and the proposed advertising schedule for the "Why I Go Downtown" marketing campaign.

The discussion was completed.

6.B [20-0023](#) Recommendation on the Downtown Improvement District (DID)

Boardmembers of the Downtown Improvement District (DID) shared information and a Powerpoint on the revised DID plan and asked PBIA Boardmembers to issue a letter of recommendation to City Council that includes the PBIA's endorsement and opposition statements.

Vice Chair Barrett moved, seconded by Boardmember Dean, to endorse the creation of a property-owner funded Downtown Improvement District as has been presented, and that the Board provide a formal letter to City Council reflecting this endorsement, including statements from opposing Boardmembers. The motion carried by the following vote:

Aye: 5 - Chair Ruse, Vice Chair Barrett, Boardmember Dean, Boardmember Rocker and Boardmember Williamson

Nay: 2 - Boardmember David and Boardmember Galariada

Excused: 1 - Boardmember Rauh

Abstained: 1 - Boardmember Atlas

6.C [20-0018](#) Finalizing 2020 Work Plan

Boardmembers asked to move this discussion to a future meeting date.

The decision was postponed.

7. REPORTS - None

8. OTHER TOPICS

8.A [20-0029](#) Round Table Discussion

There was no discussion.

9. ADJOURNMENT

The meeting was adjourned at 7:36 p.m.