



## PBIA Advisory Board

### Strategic Planning Exercise

**Agenda Date:** 9/6/2017  
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**Title**

Strategic Planning Exercise

**Report**

**Issue:**

The PBIA Advisory Board is refining its 5-Year Strategic Plan. At the meeting, staff will facilitate an exercise to gather members' feedback to clarify what the PBIA's communications & partnerships program does and why.

**Staff Contact:**

Amy Buckler, Staff Liaison, (360) 570-5847, [abuckler@ci.olympia.wa.us](mailto:abuckler@ci.olympia.wa.us)

**Presenter(s):**

Amy Buckler

**Background:**

ORDINANCE

The City's PBIA ordinance, OMC 3.62.020 states:

... The Board's duties shall include ... preparation of a plan for regular communication of PBIA projects and information to Ratepayers, including specific provisions for communication with non-English speaking Ratepayers.

... Other existing programs may be reviewed for supplementation with PBIA special assessments, including but not limited to:

d) Programs to develop partnerships for local governments, quasi-public and non-profit groups that work in or invest resources in downtown on behalf of the public.

Article II of the PBIA Bylaws state:

The Advisory Board will establish a conduit of information among all members of the PBIA,

including those non-english speaking business owners ... They will produce and distribute an annual report to all of the PBIA members and the Olympia City Council.

### STRATEGIC PLAN

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. Another reason for refining the Plan is to establish clarity about what PBIA does and why to establish a stronger foundation for ratepayer communication.

### **Attachments:**

1. Communication section of the PBIA's Current Strategic Plan