



## PBIA Advisory Board

### Discussion about PBIA Roles, Goals and 2018 Work Plan Priorities

**Agenda Date:** 9/14/2017  
**Agenda Item Number:**  
**File Number:** 17-0944

---

**Type:** discussion **Version:** 1 **Status:** Filed

---

#### Title

Discussion about PBIA Roles, Goals and 2018 Work Plan Priorities

#### Report

##### Issue:

Ongoing work regarding development of PBIA's 2018 work plan and budget

#### Staff Contact:

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

#### Presenter(s):

Amy Buckler, PBIA Staff Liaison

#### Background and Analysis:

Olympia's retail strategy vision is: *A vibrant, dynamic business environment that attracts people, activity and investment.*

The mission of the Parking & Business Improvement Area (PBIA) is *to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners.*

The PBIA exercises its mission by carrying out initiatives in five program areas: parking, clean and safe, beautification, communications and marketing. To that end, a primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan with specific projects and budget. The City Council has a role to review and adopt the PBIA's annual work plan and budget, which is ideally completed before they adopt the City's annual budget in December of each year.

In preparation for developing its 2018 work plan and budget recommendation for the City Council, each PBIA subcommittee met to review its page in the strategic plan and clarify what that program does and why. The attached draft public value maps reflect the discussions. To prepare for the retreat PBIA members are asked to review the maps. We will continue to refine them.

The retreat will consist of short staff presentation, full and small group discussions. Discussion topics

include the role of the PBIA and its work plan, vetting what we do and why, discussing how we do it and priorities for 2018. A more detailed agenda will be provided at the retreat,

**Neighborhood/Community Interests (if known):**

The PBIA's mission helps carry out Olympia's Downtown retail vision.

**Options:**

Please review the maps - Did we get it right?

**Financial Impact:**

Supporting PBIA in development of a work plan is included in the base budget for Community Planning & Development. The 2018 cost for specific initiatives within the work plan will be determined as part of the process.

**Attachments:**

Public Value maps