



WOBA Board Meeting Minutes

Tuesday, January 8, 2008, 3:00 - 4:30 pm

AGENDA

1. Welcome & Introductions – Jim Morris
 - a. Members in attendance – Norm Smith, Ron Wiepz, Cheryl Heywood, Robin Rexius, Jeanette Hawkins, Alicia Nelson, Shelby Henteges,
2. Approval of minutes from December 2007 – Action
3. Financials & Billing cycle – Craig Ottavelli (action)
 - a. The Harrison/Mud Bay Project money is committed to the city of Olympia and should not be included in total account balances on balance sheets and other fiscal accounting. The board may wish to explore moving interest from this account to our general funds at a later date. There are two members whom have not yet made their promised contributions. They are aware of the debt and prepared to make the contributions when WOBA is ready to transfer the funds to the city.
 - b. The board wishes to stay with a cash accounting basis and continue using an Excel spreadsheet for tracking.
 - c. The budget approval process is moved to the February board meeting. Add two line items – one for OrgSupport fee and one for the bonus for new members.
 - d. If people do not show up and pay for ordered lunches WOBA will pay the cost for the lunch.
 - e. Add additional lines to invoice to allow members to make contributions to WOBA and/or to the Mud Bay project.

4. Website, logo, stationary update – Craig Ottavelli (action)
 - a. Hosting payment will be made by check if possible. Craig will work with norm if not.
 - b. Craig will look into the cost of Dreamweaver and poll the board for approval to purchase.
 - c. www.westoba.com was suggested, www.wolyba.com was suggested, the board decided to choose www.westolybusiness.com and also .org as the url.
 - d. Go with acronym and full name for logo, plus use same font for WOBA and full name. Use a single standard color, check for various color options.
 - e. Is WOBA registered as a trade name?

5. Legislative Reception update – Craig Ottavelli
 - a. Several members of WOBA are planning to attend the event.
 - b. Craig has sent an announcement and information to the WOBA list to encourage participation.

6. Review WOBA Jan. membership meeting agenda – Craig Ottavelli
 - a. Add election of officers to agenda
 - b. Committee reports – this item is for Jim Boyd and city officials – change to reports from memberships and guests.

7. Items from the Floor

8. Adjourn



WOBA Board Meeting

Tuesday, February 12, 2008, 3:00 - 4:30 pm

Members Present: Jim Morris, MPH Holdings, President; Norm Smith, NR Smith & Associates, Treasurer; Kevin Ekar, Heritage Bank; Jeanette Hawkins, Triway Enterprises; Alicia Nelson, Olympia Auto Mall; Robin Rexius, Bark and Garden Center; Ron Wiepz, WIRB;
Absent: Cheryl Heywood, Timberland Regional Library; Jim Boyde, Independent Contractor, Vice-President;

Minutes

1. Welcome & Introductions
2. Approval of minutes from January (action)
 - a. Change accounting worksheet to include Mud Bay/Harrison CD data.
 - b. Need a decision on what to do with the accrued interest on the funds. Ron suggested returning the interest to the donors. There was concern that the accounting necessary would prove burdensome. For now the interest will continue to accrue and a final decision will be made when it is time to pay out the funds.
 - c. Need to verify trade name status.
 - d. Motion to approve the minutes as amended by Jeanette, second by Norm Smith. Passed unanimously.
3. Financials & 2008 Budget (action)
 - a. Jan. Financial Report – Motion to approve by Jeanette Hawkins, second by Ron Weipz. Passed unanimously.
 - b. 2008 budget – Need to place PRR for West Oly businesses through B&O tax.
 - c. There is a strong sentiment that a professional, branded identity.
 - d. Final budget decision was tabled until next month when the board will have more information – mailing information, printing costs, web costs, etc.
 - e. Membership status report – need to remove duplication of Bean, Gentry.
4. Strategic Objectives (action) –
 - a. Did we ask for a maintenance record of what was going on in 2007 and a schedule for 2008 – cleaning culverts, storm basins, etc.

- b. If businesses are required to have our private stormwater treatment and storage areas certified and maintained, what similar processes is the city going through for public areas.
 - c. Add as program idea a report on what the city is doing to recruit and retain businesses on the West Side.
 - d. If the city creates an emergency plan that opens Decatur and other streets how would the city communicate that information?
 - e. Jeanette moved and Jim seconded to adopt the 2008 working Strategic Objectives as amended, passed unanimously.
 - f.
5. Website, logo, stationary update (action) – Alicia moved, Jeannette, passed unanimously.
- a. Printing - The Minuteman Press has not delivered the logo yet. Exact printing costs will follow once the logo is complete.
 - b. Website – The consensus is that a professional web presence is necessary.
6. Legislative Reception report – WOBA had a good presence at the reception and was also recognized several times by the speakers. The business video prepared by The Williams Group also well represented West Olympia businesses. WOBA has retained a packet to inform the decision to participate or not next year.
- a. Participants felt we received good 'bang for our buck' the first time around, but would like more significant participation next year.
 - b. Include a reminder that membership includes opportunities for promoting ones business.
7. Approval of Association meeting minutes, Approval of Feb. agenda (action)
- a. Separate TRPC and Oly PC into two items for Jim on agenda.
 - b.
8. Items from the Floor
- a. Need to officially add Mike Mott as a board member. Conduct election via email.
 - b. Consider adding Steward Driebeck as another board member. Or Doug Deforest.
 - c. We have never received our nonprofit exempt status letter. We have been approved and apparently it has been mailed to us. There is a form requesting a copy through the freedom of information act. Norm will proceed with efforts to obtain the letter.
 - d. Jim Morris moved to reinstate Mike Mott as a member of the board of directors, representing Cap. Medical Center. Alicia Nelson second, passed unanimously.
9. Adjourn



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WOBA Association Meeting

Thursday, March 20, 2008, 12:00 - 1:30 pm

AGENDA

1. Call to Order & Introductions
2. Standing Reports
 - a. Transportation Policy Board Update – Doug Deforest
 1. No new developments.
 - b. Olympia Planning Commission Update – Jim Boyde
 1. Not present.
 - c. City of Olympia Update – Council Member Joan Machlis
 1. After the last meeting Shelby took Joan on a tour of some projects on the West Side. If other WOBA members have issues they would like to bring to Joan's attention, she would welcome that opportunity. Please feel free to contact Council Member Machlis at jmachlis@ci.olympia.wa.us to schedule a time to meet with her and to share your ideas and concerns.
 2. Joan is the Olympia City Council liaison to the EDC, which is led by Michael Cade. They are working to focus on local businesses that are less manufacturing oriented.
 3. Michael Cade introduced Tiffany Scroggs, who provides support to small and emerging businesses through the EDC. The EDC will come back later in the year to deliver a full program on the work of the EDC and to learn how the EDC can go to work for West Olympia businesses.
 4. Joan is also happy that WOBA is in conversations with West Olympia Rotary to investigate possible partnerships.
3. Program: Olympia, Lacey, Tumwater Visitor and Convention Bureau – Mike Dexter, Executive Director. Mike is a native Washingtonian who comes to Olympia after a broad career in the destination marketing field. Among other locations Mike worked in Durango, Santa Cruz, and Cedar Rapids.
 - Destination marketing for the Olympia Thurston County area - the idea is to provide an experience to visitors to our region. Tourism is not as passive as it used to be. Now visitors are looking for experiential tourism opportunities. They want to learn and explore what is truly unique and special about the community.
 - The difference between the chamber of commerce and the VCB is that the Chamber is aimed at getting people and businesses to move to an area to contribute to the tax base in a long term fashion. Visitor and convention bureaus focus on short term



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economic development. Chamber programs are driven by their members. VCBs are focused on the client, meaning a tourist that does not live in the area. The VCB is focused outwards in an effort to draw people into our community.

- Tourism IS economic development.
- The VCB does consumer advertising and courts people that are group movers (conferences, buses, etc.). Creates press on the area through public relations that encourages articles and editorials on the area. The VCB facilitates product development, such as a conference center. The VCB educates the public about the impact of visitors on our economy (for example, we would all pay \$400 more in taxes without the impact of visitor spending in our community).
- Visitors provide \$64 million in payroll.
- There are about 3,000 jobs in our region directly related to tourism.
- Most of this data comes from WA state data. There are also national organizations that research tourism data for regions across the country. Further research is possible through the Timberland library system.
- Interactive tourism in our area might include a visit to the Farmer's Market, a rental of a sailboat from Boston Harbor for a trip to Hope Island, a Pow Wow at the Squaxin Island museum complex, a day at Sand in the City, etc.
- The main thing that West Olympia can do to help the VCB encourage tourism is to collaborate with the VCB to encourage visits to the West Side. This could include creating an event or reason for people to visit the area.

4. Announcements

- a. The WOBA board met with representatives from West Olympia Rotary about possible partnerships to further the interests of West Olympia. Clearly the two groups can work together to expand the focus of each organization. WOBA is seeking four volunteers to explore possible partnerships with WOL. Mike Motte, Doug DeForest, Jeanette Hawkins, and Norm Smith, volunteered.
- b. Next month's program will be on the West Olympia Traffic analysis by TRPCs Thera Black.
- c. The city of Olympia is taking comments on increased height limits in the downtown. WOBA encourages all members to contact the city council and to write to the editor of the Olympian.
- d. The City is hosting Arbor Day on March 29th with the planting of over 1,000 trees on that day. Nearly half of those trees are being planted on the West side of Olympia. Please contact the cities urban forester with questions, concerns, and to volunteer.
- e. On May 16, at Indian Summer the VCB is holding the annual breakfast meeting for members and those interested in tourism in the region. Please feel free to attend and look for an invitation by email through the WOBA web list.

5. Adjourn



WOBA Board Meeting
Tuesday, April 8, 2008, 3:00 - 4:30 pm

LOCATION: NR Smith conference room.

MINUTES

1. Welcome & Introductions (present: Norm Smith, Jeanette Hawkins, Alicia Nelson, Craig Ottavelli)
2. Approval of minutes from March (action) - Tabled to May
3. April Financial Report - Tabled to May
4. Membership mailing (action)
 - a. Presentation of recruitment letter - Craig will distribute the letter via email for review and feedback. (complete)
 - b. Database sort - Craig will work to remove unlikely members from the database. Think about a customized letter for those without storefronts versus those without.
 - c. Mailbox of Olympia mailing services - \$430 plus postage for printing, folding, and stuffing, a 1,000 address mailing including 2 pages per address.
5. Association meeting (action)
 - a. Approval of March minutes - tabled to May
 - b. Approval of April agenda - Craig will arrange to have Stan Arnold present at the next WOBA Association meeting. (complete) It may be a fit for WOBA to contribute to this project in some way. WOBA offers to support their philanthropic activities, while we need support for public projects.
 - c. Program roster updates - none
6. Old Business
 - a. West Olympia Rotary – partnership opportunities (projects, fundraiser, etc.). The working group is scheduled to meet on the 14th. (complete)
 - b. West Olympia Rotary is interested in philanthropic development and ours is on economic development. Since we have different focus, it would be interesting to see where they are at with that project.

7. Items from the Floor
 - a. Consider scheduling a 'retreat' at a local eatery with drinks.
8. Adjourn



WOBA Board Meeting
Tuesday, May 13, 2008, 3:00 - 4:30 pm

LOCATION: NR Smith conference room.

Minutes

1. Welcome & Introductions
2. Approval of Board minutes from April and March (action)
 - a. Kevin moved approval, Alicia second, passed unanimously.
3. Financials (action)
 - a. Kevin moved approval, Jim second, passed unanimously.
4. Membership drive update
 - a. A WOBA mailing went out to all business owners in West Olympia new WOBA letterhead. Next steps are to monitor results and to follow up with individual business owners.
 - b. Call list - Each board member will call 10 contacts from the contact sheets provided at the meeting.
5. Approval of April Association meeting minutes, Approval of May agenda (action).
 - a. Jeannette and Robin - unanimous.
 - b. Jim would like to have Thera Back as a five minute report on what happened at the meeting with the state and during the presentation to the city. Craig will ask if she can do this at the next meeting.
6. Old Business
 - a. West Olympia Rotary Partnership Update. This group has met once and talked about a variety of possible areas where we could partner. West Olympia Rotary has a community presence and are known for fundraising and philanthropic efforts. They need venues and partners for community events. Much of the discussion revolved around events such as a parade, car show, or local BBQ. For a parade you can charge for each float that enters. There is more interest in a corporate Olympics and a parade.

- b. The Library has a directory of all events in the state for each year. Cheryl will take a look at the directory and try to identify some unique possibilities for West Olympia.
- c. Jim and Craig presented to the West Olympia Rotary . There is a lot of interest in the club in partnering with WOBA. Many people took WOBA membership forms and will hopefully choose to join WOBA.

7. Items from the Floor

8. Adjourn



WOBA Board Meeting

Tuesday, June 10, 2008, 3:00 - 4:00 pm

- a. Welcome & Introductions
- b. Consent Calendar (items of a routine nature) - Action - Alicia, Robin, unanimous.
 - i. Approval of Board minutes from May
 - ii. Approval of Association minutes from May
 - iii. Approval of Association Agenda for June
 - iv. Financials - Craig will create a legislative category for the \$1,000 contribution to the event.
- c. Membership drive update
 - i. The membership drive is underway and has generated 7 new members so far. The next step is for Craig to start knocking on doors.
- d. Old Business
 - i. West Olympia Rotary Partnership Update - Neil and Dale attended the meeting and are interested in fundraising and exposure. The relationship has already resulted in new members for West Olympia Rotary.
 - ii. The two ideas that have risen to the top are a regional BBQ contest open to the public. Local restaurants and portable BBQ purveyors would be invited. Local West Oly sites would be the location for this event.
 - iii. The second idea is a corporate challenge or corporate Olympics. This type of event has a set duration during which various groups put together teams and compete for recognition and prizes. Competitions include athletic events (from less than difficult to truly athletic) as well as intellectual competitions. There is merit in both ideas. Dale proposes proceeding on a parallel course on both ideas to further explore. Dale proposes that he will gather more information on a local BBQ and that WOBA gather information on the Olympics. In one month's time the respective fact finding groups would report back to the WOBA and the West Oly Rotary Boards.
 - iv. Dale would like to partner the BBQ event with the Auto Mall. The notion is that the competitors would occupy space at the various dealer locations. This might involve moving inventory to the Capital Mall to free up the space and to have a promotional sale at the mall. Additionally, there could be a custom and/or classic car show at the mall. The two sites could be connected by a shuttle service. WOBA would approach the mall about donating the use of the lots for the car sales. Craig will introduce Dale to Kevin Caulson about the possibility of using the mall parking lot for such an event via email.



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- v. The development of the corporate challenge would fall to a WOBA representative.
 - vi. Uptown Plaza - West Oly Rotary will let WOBA know about jointly bringing the proposal for an Uptown Plaza to the Olympia City Council. Craig will work with the WOBA board to compile the proposal.
- e. Items from the Floor
- i. Contact Thera Black and ask that she present at the WOBA association meeting on the West Olympia Traffic Analysis.
 - ii. Consider adding a member spotlight to the beginning of each meeting to give a single member (when there are not new members to introduce themselves).
 - iii. What is the deal with the large ponds that DR Horton has created. Why can these ponds not somehow serve the community? Perhaps WOBA should encourage the city to mandate the use of vaulting so that the community can somehow benefit from these developments.
 - iv. Does WOBA want to contribute to the Rotary Point Park? Prices range from \$150 to \$10,000 (150, 1,000, 500, 1000, 4000, 10,000). Craig will add this to Old Business for next month.
- f. Adjourn

Next Meeting: July 8, 2008, 3-4 pm, NR Smith



WOBA Board Meeting

Tuesday, July 8, 2008, 3:00 - 4:00 pm

AGENDA

1. Welcome & Introductions
2. West Olympia Plaza Update
3. Special guest Don Chalmers with Sparrowhawk Consulting, www.sparrowhawk.com - West Olympia Plaza project is in need of next steps if it is to move forward in a proactive and expedient manner. Sparrowhawk has experience with community based projects such as this one. Don is here to expand on possible strategies and next steps. Please see the West Olympia Plaza Project Concept Paper for details about strategies for raising the funds needed to secure the West Olympia Plaza. Possible contributions to the effort include but are not limited to:
 - a. Forming a nonprofit organization to act as a portal for the fundraising
 - b. Looking at grant funders guidelines and applying them to board creation, grant requests, etc.
 - c. WOBA would not necessarily be the vehicle to carry the project forward; rather, the newly formed nonprofit would take the lead once WOBA has brought the project to life by exposing it to the public and local government.
 - d. A possible next step is to form a vehicle nonprofit that could serve as a tool for management of fundraising and the approach to a property owner to acquire a site.
4. Consent Calendar (items of a routine nature) - Moved for adoption by Jeanette Hawkins, second by Norm Smith, unanimous.
 - a. Approval of Board minutes from June
 - b. Approval of Association minutes from June
 - c. Approval of Association Agenda for July
 - d. Financials
5. Membership drive update
 - a. The organization presently has 56 active members.
6. New Business
 - a. Olympia Fire Station and Training Facility Ballot Measure Contribution? There are two questions - should WOBA support the ballot measure with a donation, and should WOBA support the effort with an endorsement? The board voted to recommend to the membership that the association endorse the ballot measure and contribute \$500 to the campaign. Norm Smith moved, Ron Wiepz second, unanimous.
 - b. Craig will invite the fire chief and fire representatives to the association meeting.



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- c. Does the city pay to belong to organizations such as the Chamber of Commerce?

7. Old Business

- a. West Olympia Rotary Partnership Update - There are two possibilities on the table at this time. An uptown plaza recommendation will go to the city council from West Oly Rotary and WOBA. Also, there is a joint fundraising project. To date under consideration are a Corporate Olympics and a BBQ competition. Dale Cammerer from Rotary is big on this event. The BBQ event could take place at the auto mall, the capital mall, and Yager Park. The WOBA board believes the BBQ event in the Auto Mall is a good idea. Next step is to invite West Olympia rotary and WOBA leadership to discuss the project with the dealers association.
- b. Rotary Point Park Contribution - Shelby will ask at the next association meeting.
- c. Candidates forum - Date, Time, Place, - Craig will be sure to invite all reps from across the county.

8. Items from the Floor

- a. Jim Boyde has stepped down from the board. Please think about who you would like to serve as VP.

9. Adjourn

Next Meeting: August 12, 2008, 3-4 pm, NR Smith



WOBA Board Meeting

Tuesday, August 12, 2008, 3:00 - 4:00 pm

MINUTES

1. Welcome & Introductions
2. Consent Calendar (items of a routine nature) - Action - tabled to next meeting.
 - a. Approval of Board minutes from July
 - b. Approval of Association minutes from July
 - c. Approval of Association Agenda for August
 - d. Financials
3. Membership drive update
4. Craig has actively contacted potential members and had positive responses. He will continue to seek new members each month.
5. New Business
 - a. Need to locate a new facility - iTalia is too loud. Norm suggested checking out Denny's meeting space. Also check out the Red Lion and other possible venues. While staying at iTalia ask if they can configure the room in a manner more conducive to running the meeting. Talk to iTalia about catering the meeting for 20 people or so.
 - b. Craig will add to the September agenda a roll of serving board members. The board will review for length of service and poll for interest in continuing to serve.
 - c. Craig will send out an email to the board enquiring about moving the meeting to 3:30 to 5:00 pm on the second Thursday of each month.
 - d. Craig will correct the 'ask accountant' \$1,000 to 'promotion.'
6. Old Business
 - a. West Olympia Rotary Partnership Update - Craig will put Dale in contact with Alicia to discuss the possible BBQ event.
 - b. Rotary Point Park Contribution - Shelby Hentges has made a \$500 contribution on behalf of WOBA. Craig will acknowledge this generous gift at the September association meeting.
 - c. New Board Member - The board suggested asking if Jim Randall would have interest in serving on the board.
 - d. Plaza research group - Gordon Kirkemo, Mike Motte, Jim Randall, Jim Morris, Cheryl Heywood, Kevin Ekar.



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7. Items from the Floor
8. Send invoice and membership form to Aaron Steele at Venture Bank in downtown Olympia.
9. Adjourn

NEW MEETING TIME AND LOCATION - Next Meeting: September 11, 2008, 3:30-5 pm, NR Smith



WOBA Board Meeting

Thursday, September 11, 2008, 3:30 - 5:00 pm

MINUTES

1. Welcome & Introductions
2. Consent Calendar (items of a routine nature) - Kevin, Alicia, unanimous.
 - a. Approval of Board minutes from July & August
 - b. Approval of Association minutes from July & August
 - c. Approval of Association Agenda for September
 - d. Approval of Financials from July and August - When sending the P&L and Balance Sheet Craig will attach it as an Excel worksheet instead of as a PDF. And figure out how to reflect the encumbrance from the Mud Bay committed funds so it does not show as a liability.
3. Membership drive update
 - a. Craig has actively contacted potential members and had positive responses. Back in Motion Chiropractic is the latest addition to the roster. Craig will continue to seek new members each month. **Craig welcomes suggestions for possible new members to contact.** Dr. Keifer, the veterinary by portofino was suggested by Jeanette, Craig will follow up with Jim Green and let him know that Robin mentioned he thought he may have misplaced his invoice.
4. New Business
 - a. Nomination and election of new board member to replace retired member – Jim Randall. Jeanette moved, Kevin second, unanimous.
 - b. Form a nominating committee to nominate Directors and Officers - Jim Morris and Jim Randall
 - c. Identify the terms for presently serving Directors:
 - i. Kevin Ekar, Heritage Bank – 2 yr (up this year)
 - ii. Jeanette Hawkins, Triway Enterprises – 1 yr
 - iii. Alicia Nelson, Olympia Auto Mall - 2 yr (up this year)
 - iv. Robin Rexius, Bark and Garden Center – 1 yr
 - v. Ron Wiepz, WIRB – 1 yr
 - vi. Cheryl Heywood, Timberland Regional Library – 2 yr (up this year)
 - vii. Michael J. Motte, Capital Medical Center – 2 yr (up this year)
 - viii. Jim Randall, Bean, Gentry, Wheeler and Peternell, PLLC – 2 yr (up this year)
 - ix. Jim Morris – 1 yr



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x. Norm Smith – 1 yr

- d. Proposal for a WOBA Board endorsement for the Olympia Isthmus rezone proposal (Larida Passage project) - David Schaffert from the Thurston Chamber has collected endorsements from local organizations regarding the rezone proposal. He would like to collect a similar endorsement from the West Olympia Business Association. Proposed language for endorsement of isthmus rezone: "WOBA Endorses Rezone of Isthmus to achieve downtown housing density and revitalization." -or- "The Board of Directors of the West Olympia Business Association endorses the proposed amendment to the Olympia Comprehensive Plan to rezone TO URBAN WATERFRONT HOUSING WITH A SHORELINE HEIGHT OF 65 FEET ON THE ISTHMUS. As representatives of west Olympia businesses, we believe that the City Council should continue to support successful economic initiatives that support crucial city services and important amenities that support our quality of life as residents of Olympia." Kevin moved, Alicia second, unanimous, one abstention. The Library is neutral on this issue and abstained from the vote.
- e. Send a letter to the city supporting either the Yager Flybridge or the Kaiser Exchange - The 4th avenue Bridge study gave alternatives to council - this could be a model for how council could ask for the information about the possibilities in West Olympia. In council Craig and Karen M. requested that the community have an opportunity to weigh in on the options before staff chooses a preferred alternative and makes a recommendation to council. Craig will add this topic to the association meeting agenda - should WOBA follow up with the city to ensure a comprehensive and inclusive process that enables public review of all options related to the West Olympia Traffic Analysis. We want to make sure that everyone sees every option and the analysis behind each option. Craig will draft a letter for Jim's signature to send to the council. Craig will send the letter to Jim Randall for review

5. Old Business

- a. West Olympia Rotary Partnership Update – Possible BBQ Event - Dale and Alicia discussed a possible event and Alicia took it to the dealers for input. They are supportive and there may be a BBQ event next year. Alicia will report more in October.
- b. Rotary Point Park Contribution - Shelby Hentges has made a \$500 contribution on behalf of WOBA. Craig will acknowledge this generous gift at the September association meeting.
- c. Plaza research group – The group investigating possible West Olympia projects meets on September 17th at noon. Jeanette wants to add to the list a West Olympia Kiosk and or learning/history center.

6. Items from the Floor

7. Adjourn

Next Meeting: October 9, 2008, 3:30-5 pm, NR Smith



WOBA Board Meeting

Thursday, October 9, 2008, 3:30 - 5:00 pm

MINUTES

1. Welcome & Introductions - Wes Weller attended the meeting and is interested in serving on the board. The steering committee nominated Wes for the slate of officers that the membership will vote on at the October meeting.
2. Consent Calendar (items of a routine nature) - Action – Alicia moved approval of the consent calendar, Jeanette second, passed unanimously.
 - a. Approval of Board minutes from September
 - b. Approval of Association minutes from September
 - c. Approval of Association Agenda for October
 - d. Approval of Financials from September. For November, **Craig will include detailed reports in addition to the basic reports. He will also break out the non-recurring expenses so that the board can look at needs for dues next year.** Include one time and ongoing expenses for the coming year along with a proposed budget.
3. New Business
 - a. Director's Insurance - Most associations have some type of liability insurance (omissions and errors policy). It is anticipated that the cost for a \$1 million policy would be approximately \$1,000 per year. **Craig will include director's insurance costs in the budget for review and send the information out prior to the board meeting.** Jim commented that it is generally reserved for boards with large budgets and employees. Norm wonders if a general policy is needed first in order to purchase such a policy.
 - b. City of Olympia Impact Fees - The City of Olympia is considering a significant impact fee increase. This could have a chilling effect on future development across the city. The general consensus is that this represents a radical departure from what the city has charged in the past. The city last raised rates from \$1000 to about \$1400 in 2006. There is an automatic inflator in place that raises rates approximately 10% per year. 41% of the proposed increase is based on past and future projects that the city miscalculated the cost for. 13% is the annual escalator. 11% is the reduced impact that fewer car trips are having on the bottom line. Currently the premium to build in the city of Olympia (process and timeframe) as compared to neighboring cities is about 22%. The new impact fees if put in place would drive that rate higher. The members of WOBA involved in the construction and development industries are clearly against the proposed increase. The question is whether WOBA wants to take a formal position on this issue. Jeanette hopes that part of the staff reports to the City Council is on conversations with other jurisdictions - are they waiting to see what Olympia does, have



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they had difficulty predicting the cost of projects, why didn't staff ask the local people (developers, etc.) to help solve this problem. Jim proposes reaching out to experts in this community for ideas and possible solutions. Additionally, the board queried why not have multiple zones (West Olympia, Downtown, NE, and SE)? "WOBA is concerned about the huge proposed increase in impact fees and would like to ensure that the development community is engaged in the process of developing proposals for escalation of the fees. Jim Morris is willing to speak on behalf of WOBA if that is the preference of the board and the membership. The board has discuss this and feels it is appropriate to take a position on this issue before the City Council - please advise if you prefer that WOBA not take an oppositional stance to the proposed impact fee increases in the city of Olympia. The packet of detailed information is available here: <http://www.ci.olympia.wa.us/citygovernment/council/agenda/> We would like to hear from you by Monday at noon if you oppose WOBA taking a position in opposition to the proposed impact fee increases."

- c. West Olympia Access Study – response to Joan Machlis letter - The board would like for Joan to arrange a work session between any interested WOBA members and...SEE JEANETTE'S letter.

Jim,

I've been following your e-mails about process related to the West Olympia Access Study. I wonder if it would be useful to have a WOBA discussion of this issue to identify the problems and issues members have identified. It seems that when we have staff presentations it is difficult to get a full hearing on what the problems are. If this were to occur (and staff and council members could be present) I would have a better handle on where to go?

Joan Machlis

Olympia City Council

360 790-7151

- d. Community letter regarding Decatur, 16th, and Fern -
- e. New meeting space for lunch meetings - Alicia received a letter from citizens that reside on Fern street near the auto mall. These residents are strongly opposed to the city opening Fern, 16th, and/or Decatur. They asked if WOBA would take a stance opposed to opening 16th and Decatur. They would like this presented during a public hearing scheduled for October. Jeanette pointed out that when 16th was open last time Deschutes Parkway was closed and the 5th avenue bridge was closed, which created significant and unique pressure on this roadway. The Olympia Auto Mall will most likely take a position in opposition to opening 16th. The WOBA board does not wish to take a position at this time; rather, the board believes that an informed decision is only possible after review of the pending study results.
- f. Joan Machlis called Jim Morris about the Friendly Village comprehensive plan amendment proposal to learn if WOBA has a position. The owners of the homes in the park (they do not own the land) tried to downzone it to a mobile park designation, the owner of the land wants a rezone to general commercial. The WOBA board does not wish to take a position at this time.

4. Old Business



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- a. West Olympia Rotary Partnership Update – Possible BBQ Event - The dealers wanted to respond to Dale following the October meeting. There appears to be interest - more to follow.
 - b. Plaza research group – The group investigating possible West Olympia projects meets on October 15th at noon
 - c. Meeting space for the association - The plan is to wait until after the Thai Garden Association meeting to see how the space works. The intent is to try the space and see how the membership responds. Future room decisions will happen after the restaurant is tried.
5. Items from the Floor
- a. The library is going into an 8 week closure for remodeling. This is possible because the city is paying for carpeting (budgeted two years ago), with the balance covered by interest revenue from two large bequests.

Next Meeting: November 20, 2008, 3:30-5 pm, NR Smith



WOBA Board Meeting

Thursday, November 13, 2008, 3:30 - 5:00 pm

MINUTES

1. Welcome & Introductions
2. Consent Calendar (items of a routine nature) - Action - Jim Randall moved approval, Norm Smith second, passed unanimously.
 - a. Approval of Board minutes from October
 - b. Approval of Association minutes from October
 - c. Approval of Association Agenda for November
 - d. Approval of Financials from October
3. New Business
 - a. Election of Officers
 - i. Craig and Jim Randall will visit the bylaws for refinement and bring a proposed draft to the board for adoption. Jim will first check for the original MS Word version at his office. If he does not have one, Craig will create a version for him. Proposed changes include:
 1. Shorten the deadline for bylaw changes to two weeks.
 2. Vest the power to set dues in the board.
 3. Change process so that officers are elected by the board from the directors elected by the membership.
 - b. WOBA reciprocity policy
 - i. The board suggested a policy that states: With Board approval memberships are exchanged on a one to one basis, regardless of membership rate at the exchanging organization. The representative from the joining organization is a single designee as identified by their Board. The WOBA board identifies the designee from WOBA to the outside organization.
 - ii. Craig will reach out to local area organizations in January with a letter welcoming membership exchanges. Jim Randall moved to approve the reciprocity policy as presented, Ron second, passed unanimously.
 - c. Chamber Voice Magazine
 - i. Craig arranged for an article about WOBA in the Chamber Voice magazine.
 - ii. If possible Craig will add a link to the article on the WOBA website.
 - d. Legislative Reception
 - i. Craig will bring this back to the December meeting with details about what benefits and opportunities would accompany financial support of the legislative reception.
 - e. Visitor Guide



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- i. Craig will arrange a meeting with Mike Dexter and Jim Morris to discuss the possibility of a West Olympia visitor map. Craig will add the topic to the association meeting agenda for November.
- f. Draft budget
 - i. The board discussed the draft budget as presented and offered some revisions prior to final review in December.
- g. Membership dues rate
 - i. The board proposed to grandfather anyone who is an active member at the 2008 rate and charging any new members in 2009 at new rates of \$250 and \$150.
 - ii. Craig will work with Jim Morris to prepare a letter and get the invoices out ASAP.
- h. Agenda setting for December
 - i. 2009 budget, OrgSupport, Annual summit of boards from local organizations
- i. Program ideas
 - i. property tax program from the assessors office (Jean Wydmer), Income streams for the city of Olympia, state of the city, Chamber, EDC, TESC, Port of Olympia,

4. Old Business

- a. Director's Insurance
 - i. Not needed at this time.
 - ii. Craig will add to the 2009 December agenda.
- b. West Olympia Access Study
 - i. Jim has talked with Steve Hall in an attempt to narrow the work to a single preferred option. The State has indicated that at this time some additional work must be completed before that decision can happen. Most likely in February there will be new information to report.
- c. City of Olympia Impact Fees
 - i. WOBA position on stakeholder's compromise proposal - The OMB is looking for an alliance behind the letter (Attached) taking a position on the impact fee work underway at the City of Olympia. Rob moved, Jim second, to endorse WOBA participating as signors to the stakeholder's coalition letter to the City of Olympia addressing the proposed impact fee rates. Passed unanimously.

5. Items from the Floor

- a. Transportation Benefit District hearing
 - i. Prior to the November 25th hearing Craig and Jim M. will draft a position letter and circulate for board approval.
- b. Collier's is holding an open house for 'The Views on 5th.' from 4-6 pm (410 5th Avenue W).

6. Adjourn

Next Meeting: December 11, 2008, 3:30-5 pm, NR Smith



WOBA Board Meeting

Tuesday, December 11, 2007, 3:00 - 5:30 pm

Attendees:

Jim Boyd, Shelby Hentges, Norm Smith, Jeanette Hawkins, Dan Yerrington, Cheryl Heywood, Jay Goldstein, Jim Morris

AGENDA

Board Business Agenda

1. Welcome & Introductions (membership review) - Jim Morris
 - a. General members are encouraged to let us know about prospective members. We will be happy to follow up with contact, etc.
2. Financials & Billing cycle – Norm Smith
 - a. Letter of determination of exempt organization. This letter has been going to the wrong address since inception. They assured us the letter has been sent, though we have never seen the physical letter. Craig will contact the IRS and try to correct the address and/or obtain our copy of the letter.
 - b. A yearly invoicing cycle simplifies the workload. Craig will construct a letter (approved by Jim) that clarifies the shift to a fixed billing cycle and send it along with a yearly invoice in January. The letter will include details about prorating for any members that have already submitted dues.
 - c. Add 'form a PAC' to agenda for January and February. Need to decide if there is interest in WOBA to form and support a PAC before proceeding with the idea.
3. First quarter of 2008 administrative work plan – Craig Ottavelli
 - a. Craig will focus on finding a URL and obtaining quotes for web design, logo design, and letterhead printing.
4. Legislative Reception Invitation – Craig Ottavelli
 - a. The board agreed to participate this year at a \$1k level and then negotiate to host the event on the West Side next year. Craig will report back via email for a final vote (completed).
 - b. The January 17th membership meeting will include a review of general business and the upcoming legislative event.
 - c. Craig will research the 'main street program,' including criteria for businesses to participate. Craig will report back to the board at the January board meeting on the 8th.

General Business (all WOBA members are invited to arrive beginning at 3:30 pm)

5. Purpose statement review – Craig Ottavelli
 - a. Focus on networking, political action, other
 - b. Membership – Size, type (neighborhood associations, nonprofits, governments, or quasi-governmental members - schools, cities, etc.)
 - c. 2008 WOBA goals and objectives
 - i. Possible Areas of Focus
 1. Stormwater
 2. Transportation
 3. Policing
 4. Future library
 5. Water
 6. West Bay Drive Development
 7. West Olympia Traffic Study
6. Items from the Floor
 - a. Cheryl reported on survey results conducted by the library.
7. Adjourn

West Olympia Business Association Purpose

To provide an organization for the members of the West Olympia Business community to join together to promote a political, economic and social atmosphere of mutual support that all West Olympia business people may pursue their economic goals with dignity and respect from their fellow businesses, government, and the community at large.

No suggested changes – the membership is happy with the purpose statement.

Possible Areas of Focus

Political Action Committee

At the next general meeting members will be informally polled to determine if there is interest.

Craig will include information in the meeting announcement some basic information on PACs. (In process)

Stormwater

Goal(s)

Creation of an emergency plan that the city have in place to ensure that Cooper Point and Blake Lake and other key transportation choices are not shut down or alternative routes are made available.

Objectives

- Ask the city what kind of emergency plan the city will have in place.
- Request a report on the stream of storm water revenue – where is the money spent, how the money is spent, who has a say in how it is spent.
- Ask city about opening Decatur, Fern, etc., during emergency closures.
- Ask city for report on options for the plan.
- Obtain the city storm water plan.

Transportation / West Olympia Traffic Study – Next year is when we are supposed to get the West Olympia traffic study. This is a comprehensive study that will bring a great deal of information and focus on West Olympia transportation. Craig will ask Thera Black to deliver a brief update at the January 17th meeting. (completed)

Policing

Goal(s)

2008 report and analysis of how the city polices, and plans to police, the West Side.

Objectives

The outcome of this information will inform future goals.

Future library – There is something in the cities current CFP for a feasibility study. Cheryl will continue to monitor for WOBA and report back during general membership meetings.

Water –

Goal(s)

2008 City of Olympia report and analysis of how the city plans to address the west side's future water needs.

Objectives

Learn what is the future of reclaimed water - purple pipe – for West Olympia.

Learn of any plans to address water pressure issues into the future.

West Bay Drive Development

Goal(s)

Invite Sara Smyth as a program to possibly generate interest. See policing and Water.

Membership Meeting Programs:

Crime stats for west side, major issues on west side, what is the policing coverage, is there a station or plans for a station, etc., Would like to have the police chief come and speak/present

Water – need real information on the west side

Public policy expert that understands how to move issues forward.

NEXT MEETINGS -

WOBA BOARD OF DIRECTORS – January 8, 3:00 pm, NR Smith Offices

WOBA GENERAL MEMBERSHIP – January 17, noon, Apollo's Pizza



WOBA Board Meeting Minutes

Thursday, December 11, 2008, 3:30 - 5:00 pm

MINUTES

1. Welcome & Introductions
2. Consent Calendar (items of a routine nature) - Action - Jim R. moved, Jim M. second, passed unanimously.
 - a. Approval of Board minutes from November
 - b. Approval of Financials from December (year end financials)
3. New Business
 - a. None
4. Old Business
 - a. Adoption of revised bylaws - The final proposed changes will go out electronically for final adoption.
 - b. Election of Officers - Jim M. nominated Jeanette H., seconded by Alica, passed unanimously.
 - c. Legislative Reception participation (January 21st) - Jim R. moved, Jim M. second, not to participate this year. Unanimous. Craig will prepare a letter letting the ODA know the board's decision and requesting notification for participation next year by the first meeting in October of 2009.
 - d. Budget approval - Jeanette moved approval, Jim R. second, unanimous.
5. Items from the Floor
 - a. Craig will call Mark Lorenz - Wells Fargo and follow up on membership.
 - b. Craig will Contact Colliers about possible membership.
 - c. Jeanette is concerned that WOBA is sufficiently invested in the West Olympia Access Study process. WOBA must be prepared to help create public awareness. An appeal for funds to members could be pinned to this issue or any important issue for the organization. Craig will ask Thera Black to attend the next association meeting and present a detailed timeline to the board. The plan is to ensure that WOBA is aware of all the decision points and prepared to participate.
 - d. Craig will investigate who bought the property from DR Horton and request that they join WOBA.
 - e. In February, Craig will bring a proposal for issues to the Board for review and presentation to the association.
 - f. A possibility is to turn the objectives document into a letter and send it to the membership - last year we set out to do these things and succeeded. Next year we are planning to address these key issues.



***West Olympia* BUSINESS ASSOCIATION**

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- g. Add to the January meeting a discussion about strategic objectives for the organization and a discussion about how to communicate those goals into the future.
- h. Ron Wiepz would like to stay on the board of WOBA, though he is no longer representing WIRB.

6. Adjourn

Next Meeting: January 8, 2008, 3:30-5 pm, NR Smith