



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Tuesday, July 25, 2017

10:00 AM

CR 112

Special Meeting of the Marketing Committee

1. CALL TO ORDER

1.A ROLL CALL

Present:

Committee Members:

Mary Corso
Janis Dean
Kim Murillo

Guests:

Downtown Ambassadors Katherine and Teal

City Staff:

Amy Buckler, Staff Liaison and Senior Planner
Mark Rentfrow, Downtown Liaison

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [17-0785](#) Approval of July 11, 2017 PBIA Marketing Committee Meeting Minutes

Attachments: [Minutes](#)

The minutes were approved.

4. PUBLIC COMMENT

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A [17-0779](#) Twinklefest 2017 Discussion

PBIA Marketing Committee evaluated budgetary needs for various proposals for Twinklefest and moved to ask for a shift in funding from Communications and Marketing budget to the Holiday Support line for a total of \$4,000 additional dollars (bringing 2017 Holiday Support funding to \$14,000). Budgetary request will be sent to the entire Board for a vote.

Marketing Committee discussed Twinklefest planned events and ways to bring retailers on board with the promotion. The Committee also discussed ways to collaborate with ODA in the marketing efforts as well as corresponding event planning.

Advertising and promotion budgets and vendors were discussed with final decisions on proposals to be determined in the near future.

Committee discussed other year-end measures that needed to be completed as well as the upcoming budgetary process for 2018.

Discussion only.

7. REPORTS

8. OTHER TOPICS

9. ADJOURNMENT

The meeting adjourned at 11:00 a.m.

Accommodations