



# Meeting Agenda

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
360.570.5847

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**Tuesday, July 11, 2017**

**9:45 AM**

**Room 112**

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### Special Meeting of the Marketing Committee

**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

**3.A [17-0738](#) Approval of 6/27/2017 PBIA Marketing Committee Meeting Minutes**

**Attachments:** [Minutes](#)

**4. PUBLIC COMMENT**

*During this portion of the meeting, citizens may address the Advisory Committee or Commission regarding items related to City business, including items on the Agenda. In order for the Committee or Commission to maintain impartiality and the appearance of fairness in upcoming matters and to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission in these two areas: (1) on agenda items for which the Committee or Commission either held a Public Hearing in the last 45 days, or will hold a Public Hearing within 45 days, or (2) where the speaker promotes or opposes a candidate for public office or a ballot measure.*

**5. ANNOUNCEMENTS**

**6. BUSINESS ITEMS**

**6.A [17-0739](#) Twinklefest 2017 Discussion**

**7. REPORTS**

**8. OTHER TOPICS**

**9. ADJOURNMENT**

**Accommodations**

*The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Advisory Committee meeting, please contact the Advisory Committee staff liaison (contact number in the upper right corner of the agenda) at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.*



City Hall  
601 4th Avenue E.  
Olympia, WA 98501  
360-753-8244

## PBIA Advisory Board

### Approval of 6/27/2017 PBIA Marketing Committee Meeting Minutes

**Agenda Date:** 7/11/2017  
**Agenda Item Number:** 3.A  
**File Number:** 17-0738

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**Type:** minutes **Version:** 1 **Status:** In Committee

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**Title**

Approval of 6/27/2017 PBIA Marketing Committee Meeting Minutes

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# Meeting Minutes - Draft

## PBIA Advisory Board

ATTACHMENT 1

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
360.570.5847

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Tuesday, June 27, 2017

10:00 AM

CR 112

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### Special Meeting of the Marketing Committee

#### 1. CALL TO ORDER

##### 1.A ROLL CALL

###### Present:

Marketing Committee Members and City Staff: Janis Dean, Teal Russell, Amy Buckler, Katherine, Mary Corso, Kim Murillo, Danielle Ruse.

Guests: Martin McElliot and Jessica Hoppe from Thurston Talk

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. APPROVAL OF MINUTES

- 3.A [17-0659](#) Approval of March 29, 2017 PBIA Marketing Committee Meeting Minutes

**Attachments:** [Minutes](#)

The minutes were approved.

- 3.B [17-0690](#) Approval of May 30, 2017 PBIA Marketing Committee Meeting Minutes

**Attachments:** [Minutes](#)

The minutes were approved.

#### 4. PUBLIC COMMENT - None

#### 5. ANNOUNCEMENTS

- Introduction of Senior Planner Amy Buckler as Lead PBIA Liaison

- Martin McElliot provided an overview of the Thurston Talk platform, and discussed marketing and advertising options for various Downtown events.

**6. BUSINESS ITEMS****6.A**     [17-0693](#)     Discussion of Twinklefest 2017

Twinklefest Discussion:

- Format, sponsorships, inclusion, incentives and general planning.
- Question of spending arose from \$2,500 - \$10,000 for contracts. Staff will confirm dollar amounts.
- Board agreed to meet July 11th, 9:30 a.m. for further discussion.

**Discussion only.**

**7. REPORTS****8. OTHER TOPICS****9. ADJOURNMENT**

The meeting adjourned at 11:30 a.m.

**Upcoming**

**Accommodations**



PBIA Advisory Board  
Twinklefest 2017 Discussion

Agenda Date: 7/11/2017  
Agenda Item Number: 6.A  
File Number: 17-0739

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Type: discussion Version: 1 Status: In Committee

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Title  
Twinklefest 2017 Discussion

Recommended Action  
Committee Recommendation:  
Discussion only

Report  
Issue:  
Discussion of Twinklefest 2017: Format, sponsorships, inclusion, incentives and general planning.

Staff Contact:  
Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):  
Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Background and Analysis:  
At the May 30, 2017 and June 27, 2017 Committee meetings, the Committee discussed the many aspects of the downtown Twinklefest Celebration and what initiatives encompass a positive event with maximum downtown business involvement and participation. The Committee proposed further discussion at the June 11, 2017 Committee meeting.

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