



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501
Contact: Amy Buckler
360.570.5847

Tuesday, September 26, 2017

10:00 AM

CR 112

Special Meeting of the Marketing Committee

1. CALL TO ORDER

2. ROLL CALL

3. APPROVAL OF AGENDA

4. APPROVAL OF MINUTES

- 4.A [17-0904](#) Approval of August 22, 2017, PBIA Marketing Committee Meeting Minutes

Attachments: [Minutes](#)

- 4.B [17-0969](#) Approval of September 6, 2017 PBIA Marketing Committee Meeting Minutes

Attachments: [Minutes](#)

5. 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.

6. ANNOUNCEMENTS

7. BUSINESS ITEMS

- 7.A [17-0978](#) Marketing Initiatives in 2017 and 2018

Attachments: [Twinklefest notes](#)

8. 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 August 22, 2017, PBIA Marketing Committee Meeting Minutes

Agenda Date: 9/26/2017
Agenda Item Number: 4.A
File Number: 17-0904

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

Title

Approval of August 22, 2017, PBIA Marketing Committee Meeting Minutes

This page intentionally blank



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Tuesday, August 22, 2017

10:00 AM

Room 112

Special Meeting of the Marketing Committee

1. CALL TO ORDER

Chair Dean called the meeting to order at 10:00 a.m.

1.A ROLL CALL

Present: 2 - Chair Mary Corso and Boardmember Janis Dean

OTHERS PRESENT

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

Guest Speaker
Tabitha Johnson of Oly Arts

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3A [17-0869](#) Approval of July 25th PBIA Marketing Committee Meeting Minutes

Attachments: [Minutes](#)

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Ms. Johnson provided an overview of the Oly Arts publication including online advertising, advertising packages, schedules, and costs.

6. BUSINESS ITEMS

- 6.A** 17-0863 Approval of Marketing Committee RFP for 2018 Flower Basket Watering Services

Attachments: FLOWER BASKET RFP

The Committee discussed key elements of the Request for Proposal and implementation to include the Business Exchange of Washington, Daily Journal of Commerce, and Municipal Services Resource Center Small Works Roster.

Committee Member Corso moved, seconded by Committee Member Dean to approve the staff recommendation to solicit a service provider to provide hanging basket watering services in 2018.

- 6.B** 17-0872 Creation of Marketing Committee RFP for 2018 Hanging Flower Baskets

The Committee discussed key elements of the Request for Proposal (RFP) and implementation to include the Business Exchange of Washington, Daily Journal of Commerce, and Municipal Services Resource Center Small Works Roster.

Also discussed were the number of baskets for the project, deployment timelines, and proposed, mapped basket locations for the RFP.

Committee Member Corso moved, seconded by Committee Member Dean to approve the staff recommendation to solicit a service provider to provide hanging flower baskets for 2018.

7. REPORTS - None

8. OTHER TOPICS - None

Committee members discussed meeting with the Olympia Downtown Association regarding holiday promotions and how best to deploy PBIA resources for the upcoming holiday season. Changes from past years appear likely although key sponsorship including Downtown for the Holidays will remain in place.

9. ADJOURNMENT

The meeting adjourned at 11:00 a.m.



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

PBIA Advisory Board

Approval of September 6, 2017 PBIA Marketing Committee Meeting Minutes

Agenda Date: 9/26/2017
Agenda Item Number: 4.B
File Number: 17-0969

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

Title

Approval of September 6, 2017 PBIA Marketing Committee Meeting Minutes

This page intentionally blank



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Wednesday, September 6, 2017

10:00 AM

Room 112

Special Meeting of the Marketing Committee

1. CALL TO ORDER

Chair Dean called the meeting to order at 10:00 a.m.

1.A ROLL CALL

Present: 2 - Chair Mary Corso and Boardmember Janis Dean

OTHERS PRESENT

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

2. APPROVAL OF AGENDA

The agenda was approved.

3. BUSINESS ITEMS

3.A [17-0896](#) Strategic Planning Exercise

Attachments: [marketing page](#)

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

Ms. Buckler explained her intention to organize the Committee's goals into manageable outcomes based on what is appropriate for the Committee, to help ratepayers get a sense of what the Committee does and why. This is being done so that the Committee's goals can be included in both the Work Plan for the Board and communications to ratepayers.

Ms. Buckler walked the group through the basics of a "So that" exercise aimed at helping to identify the appropriate roles and responsibilities of the Marketing Committee. The

topics center on projects and services that PBIA's marketing program are engaged and how it contributes to the PBIA's mission.

Topics/Questions for the group included:

- What is the role of the Marketing Committee - what do you do?
- Why is what you do important?
- Who is it important to?

Ms. Buckler explained how the PBIA Work Plan influences funding decisions and the direction of the Board's actions.

This exercise was undertaken to provide clarity to the City staff and elected officials who oversee the operations of the PBIA.

The discussion was discussed and closed.

4. ADJOURNMENT

The meeting adjourned at 11:00 a.m.



PBIA Advisory Board

Marketing Initiatives in 2017 and 2018

Agenda Date: 9/26/2017
Agenda Item Number: 7.A
File Number: 17-0978

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

Title

Marketing Initiatives in 2017 and 2018

Report

Issue:

Discussion of the specific activities and costs associated with 2017 holiday promotion, and general discussion about 2018 marketing and the potential budget for this.

Staff Contact:

Amy Buckler, PBIA Staff Liaison, (360) 570-5847, abuckler@ci.olympia.wa.us

Presenter(s):

Janis Dean, Committee Chair

Background and Analysis:

2017 HOLIDAY PROMOTION

The Committee needs to finalize a recommendation regarding specific actions to promote downtown during the 2017 holiday season. On August 10, the PBIA board approved a holiday support budget of \$14,000. How will these funds be directed?

Sponsorships

At their August 22 meeting, the Marketing Committee discussed meeting with the Olympia Downtown Association regarding holiday promotions and how best to deploy PBIA resources for the upcoming holiday season. At the time, the Committee agreed that changes from past years appear likely, but that sponsorship of Downtown for the Holidays would likely remain in place. Did the discussion with ODA change anything?

Advertising

Should the PBIA purchase ad space in any media outlets, and who is responsible for creating the advertising content? It was previously discussed that the PBIA should contract with Thurston Talk to publish a story and host a photo gallery for Twinklefest. Where are we in this negotiation with Thurston Talk?

Other Twinklefest elements

Twinklefest is a celebration of Downtown during the winter holiday season that helps bring folks together with shared goal of promoting shopping and a thriving community. At the May 30, June 27, July 11, and July 25 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. To that end, the Committee developed the following timeline:

This page intentionally blank

- Ambassadors need all materials (lights, sign-up sheets, commitments, etc.) by mid-October
- Begin date/lights up/sign up deadline: Wed, Nov 22
- Photography deadline: Dec 1
- Online voting: Dec 1-31

Attachment #1 outlines additional details of Twinklefest, as discussed by the Committee.

2018 MARKETING OPTIONS

The Board needs to establish a 2018 marketing budget by November 9. There may be an opportunity for the PBIA to partner with the Olympia Downtown Association on marketing for 2018. The concept will be discussed at the meeting.

Neighborhood/Community Interests (if known):

N/A

Options:

Discussion only

Financial Impact:

There is \$14,000 set aside for holiday promotion in 2017. The 2018 marketing budget has not been set yet.

Attachments:

Twinklefest notes

This page intentionally blank

Marketing Committee Strategy for Twinklefest 2017

Key components of the marketing strategy include:

- Advertising (Print, Radio, web)
- Photo Gallery and hosting location
- Photography by the Ambassadors
- Business and Community engagement
- Downtown Ambassador Promotions

Online Voting and Support

- Creation of handouts to merchants outlining the event and encouraging participation
- Hosted online version of the handout
- Administration of voting through survey monkey

Other advertising

- Special Event (possible options include snow machine, photos with Santa, promoted after hours shopping, etc.)

Budget

PBIA has historically devoted \$10,000 of its budget to Holiday support including Twinklefest, however given the expansive nature of Twinklefest, The Marketing Committee has suggested that these allocations should be increased to help promote the event, the Downtown shopping core and the PBIA

Additional Notes:

1. **Sign up times and dates: The Event Starts on 11/22** – (Final determination) - (Photo Deadline 12/4) – benefits for early adoption are additional advertisements. Ambassadors will take photographs (DSLR)
2. **Online Voting: Survey Monkey (12/1 – 12/31)** – staged dates of entry with encouragement toward benefits for “early adopters”
3. Accolades and certificates could be provided to participating businesses as encouragement
4. PBIA/ODA could coordinate with Ratepayers for “holiday swags” on Downtown buildings
5. Voting survey could be used to populate a database of folks to receive future correspondence
6. Twinklefest GC ask should be optional for participation
7. Who will handle back end graphics administration formerly handled by the ODA?
8. Discussion of publications for advertising (Thurston Talk, Ranger, OP&L, Mason Co. Journal, NVN, etc...)
9. Mark and DTA will make sure that light “starter packs” are available for businesses interested in participating