



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, January 18, 2018

9:15 AM

Room 224

Special Meeting of the Marketing Subcommittee

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

- 3.A** 18-0058 Approval of January 3, 2018 PBIA Marketing Subcommittee Meeting Minutes

Attachments: Draft minutes

4. BUSINESS ITEMS

- 4.A** 18-0055 Meeting with ODA Reps re: 2018 Marketing Partnership

Attachments: Draft Minutes

Proposal Outline

Draft Scope of Services

5. 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 January 3, 2018 PBIA Marketing Subcommittee Meeting Minutes

Agenda Date: 1/18/2018
Agenda Item Number: 3.A
File Number: 18-0058

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

Title

Approval of January 3, 2018 PBIA Marketing Subcommittee Meeting Minutes



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Wednesday, January 3, 2018

9:15 AM

Room 112

Special Meeting of the Marketing Subcommittee

1. CALL TO ORDER

Chair Dean called the meeting to order at 9:20 a.m.

1.A ROLL CALL

Present: 3 - Boardmember Janis Dean, Boardmember Kim Murillo and Boardmember Danielle Ruse

Excused: 10 - Chair Mary Corso, Boardmember Jeffrey Barrett, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Audrey Henley, Boardmember Sheila Irish, Boardmember Bobbi Kerr, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Jeffrey Trinin

OTHERS PRESENT

Community Planning and Development Staff:
Economic Development Director Mike Reid
Senior Planner Amy Buckler

2. APPROVAL OF AGENDA

The agenda was approved.

3. PUBLIC COMMENT - None

4. BUSINESS ITEMS

4.A 18-0016 2018 Marketing Partnership with ODA

The subcommittee reviewed the draft scope of services and prepared suggestions and questions for a meeting with ODA representatives regarding the 2018 marketing contract/partnership.

The group identified, in part, what success would look like after one year of this marketing partnership:

- There is an impactful steady stream of positive, inviting messages going out about downtown
- PBIA events/activities had good publicity (i.e., Twinklefest)
- Downtown has “a face” - could be captured by various customers and businesses. Up until recently, the Downtown Ambassadors have been ‘a face’ but their social media account will be going away. There is interest in maintaining the same type of vibrant, interesting social media presence they had.
- More trust between ODA and PBIA
- PBIA has been involved enough to build trust and have a voice, while ODA has had enough autonomy to efficiently and effectively get the job done
- PBIA ratepayers see the value of their contribution and this approach to marketing downtown
- PBIA and ODA want to continue the partnership

The group agreed that overall the scope of services looks good, but there are a few things to be added or discussed with ODA before it's final:

- Add a summary of the PBIA's role to the Scope of Services. Suggested roles:
 - Select PBIA members will serve on the hiring committee for the ODA's marketing/promotions employee
 - Development of the marketing strategy (to be facilitated by ODA's marketing/promotions employee) shall kick off with a joint board meeting of ODA/PBIA
 - From there, select members of the PBIA will work with ODA to further develop the marketing strategy as needed, and participate in some form of committee to provide iterative, high level guidance
 - ODA to provide quarterly reports to PBIA Board, as well as monthly status (metrics) reports
- Suggest adding a bullet under “The work plan could include ... development, operation and maintenance of a comprehensive events calendar”
- Requested discussion topics for next Marketing Subcommittee meeting with ODA reps:
 - What level of “campaign support” (e.g., sponsored posts, boosts, content and graphic creation, printing) is included in the \$23,000 contract amount? At what threshold will an additional budget for campaign support be needed?
 - Metrics - lets discuss and define a shared concept of what we're talking about here

The PBIA marketing subcommittee meeting with ODA representatives is yet to be scheduled, and is likely to occur within the next few weeks.

The information was discussed.

5. REPORTS - None

6. ADJOURNMENT

The meeting adjourned at 10:30 a.m.



PBIA Advisory Board

Meeting with ODA Reps re: 2018 Marketing Partnership

Agenda Date: 1/18/2018
Agenda Item Number: 4.A
File Number: 18-0055

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

Title

Meeting with ODA Reps re: 2018 Marketing Partnership

Recommended Action

Move to direct staff to establish a contract with ODA to carry out the agreed-upon scope of services

Report

Issue:

The PBIA has decided to appropriate \$23,000 from the 2018 PBIA marketing fund to enter into a contractual partnership with the ODA for downtown marketing/promotion services during 2018.

Staff Contact:

Amy Buckler, Senior Planner, Community Planning & Development, 360.570.5847

Presenter(s):

Janis Dean, Chair, PBIA Marketing Subcommittee
Todd Cutts, Executive Director, Olympia Downtown Association

Background and Analysis:

On December 14, 2017 the PBIA Advisory Board directed its marketing subcommittee to: A) work with the Olympia Downtown Association (ODA) to finalize a scope of work based on that evening's discussion, B) approve the final scope of work, and 3) direct staff to complete the contract.

The purpose of today's meetings is to finalize the scope of services and outline next steps to move this effort forward. The PBIA's Marketing Subcommittee met on January 3 to review the draft scope of services and prepare suggestions and questions for today's discussion. Draft minutes are **attachment 1**.

Both the Parking Business and Improvement Area (PBIA) Advisory Board and the Olympia Downtown Association (ODA) have recently gone through respective strategic planning exercises which identified goals to market and promote downtown. The PBIA and ODA are working toward a partnership to market/promote downtown during 2018.

The idea is for the City/PBIA to enter into a contract with ODA. The contract would direct use of PBIA

funds (est. \$23,000) to hire ODA to perform marketing/promotion services during 2018. The general scope of services to be provided by ODA would be outlined in the contract. One of these services would be for ODA to facilitate the development of a marketing strategy involving input from both boards (or a selection of boardmembers), which would further guide the work. A proposal outline is **attachment 2**. The draft scope of services is **attachment 3**.

Neighborhood/Community Interests (if known):

The Downtown Strategy, which was developed through an extensive public process, includes action R.4.C., for the City to support branding/marketing efforts in partnership with the VCB, ODA, PBIA and others.

Options:

Following discussion:

- 1) Move to direct staff to establish a contract with ODA to carry out the agreed-upon scope of services
- 2) Move to hold another meeting to finalize the scope of services

Financial Impact:

The contract amount would be \$23,000, paid for out of the PBIA 2018 marketing budget.

Attachments:

1. Draft Minutes from PBIA Marketing Subcommittee
2. Proposal Outline
3. Draft Scope of Services



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3. PUBLIC COMMENT - None

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The information was discussed.

5. REPORTS - None

6. ADJOURNMENT

The meeting adjourned at 10:30 a.m.

2018 Marketing/Promotion Discussion Notes

December 6

Those present

- PBIA Marketing Subcommittee: Janis Dean, Danielle Ruse, Kim Murillo
- PBIA Chair: Mary Corso
- ODA Boardmembers: Lisa Barker, Sandy Wilson
- ODA members: Nathan Reilly, Luanna?
- Amy Buckler, PBIA Staff Liaison
- Todd Cutts, ODA Executive Director

Value of Working Together

Maximize the efforts of both boards to build a positive, inviting image of downtown. By not duplicating efforts, rather pooling resources and coordinating messages and reach it is possible to do more. Speaking with one voice will be more powerful than having multiple overlapping messages.

The Proposal

- The group discussed the proposal and reviewed a *draft* scope of services.
- The proposal is for the City/PBIA to enter into a contractual agreement with the ODA.
- The contract would guide the ODA to perform imagemaking/marketing/promotion services as outlined in a scope of services.
- The idea is to focus on storytelling, using social media and public relations to spread positive messages and promote events. Ad buys may be part of it, but that's not proposed as the primary focus.
- The idea is to have a person dedicated to marketing and promoting downtown throughout the year. Someone who is stationed downtown and maintains contact with the downtown businesses.
- ODA plans to hire a new employee to carry out the services. However, to be clear, the PBIA funds would not be to 'fund a position'; they would be to pay for services rendered by the ODA.
- The work would be guided by an overall marketing strategy to be developed through input from both Boards. While the ODA already has an image making strategy, this is flexible and should be viewed as what ODA would bring to the table as a starting point for further planning with PBIA.
- PBIA funds cannot be used to promote individual businesses.
- The estimated cost of services outlined in the draft scope of services is \$46,000 for the year. Thus, PBIA is asked to fund \$23,000.
- ODA may need to contract out for graphic design services as needed. Neither that cost nor ad buys are included in the estimate.
- The term of the contract would end on December 31, 2018, with the opportunity for the City/PBIA to extend the contract for future years. If the contract was not

extended, the City would be under no obligation to provide funding for any position hired by ODA.

- Changes to the draft scope of services were discussed and added as follows:
 - Graphic design services may be important to the PBIA – something should be added about this.
 - Add ribbon cuttings for new businesses.
 - Add outreach to businesses. This will help to understand their needs and wants for marketing/promotion, and doing so in a unified way is good.
 - Add supply analytics on social media
- Next step is to further explore this opportunity with the PBIA Board on December 14. Danielle and Janis from PBIA will help lead the discussion. The ODA Chair will be out of town, but ODA will try to have an ODA member is there.

Proposed Role for the PBIA

- Select members serve on hiring committee for the ODA's marketing/promotions employee
- The Board (or select members) work with ODA to develop a marketing strategy
- Select boardmembers participate in some form of committee to provide iterative, high level guidance
- ODA to provide quarterly reports to PBIA Board

PROPOSED PBIA/ODA MARKETING AGREEMENT

SCOPE OF SERVICES

- Development of marketing strategy (1st quarter 2018)
 - Work with downtown stakeholders to develop comprehensive marketing strategy, inclusive of key audiences, messaging, and media platforms
 - Work to develop implement associated work plan:
- The work plan could include many, if not all, of the following tasks
 - Content development/messaging
 - Work within agreed upon messaging framework to develop content for external communications (website, social media, public relations, video content, advertising, itineraries)
 - Social Media
 - Maintain a consistent presence on social media platforms, posting at least once per day on Facebook, Twitter, and Instagram
 - Initiation of hashtag campaigns
 - Production (or oversight of production) of videos geared towards social media platforms
 - Provide analytics on number of clicks, etc.
 - Public Relations
 - Provide content for advertorials and press releases
 - Coordinate with media outlets
 - Explore blog potential
 - Promotional/event marketing
 - Coordinate marketing efforts for events of ODA and PBIA where possible (i.e. Downtown for the Holidays)
 - Seek cross-promotional opportunities with existing events
 - Coordinate welcome services for new businesses (i.e. ribbon cutting, press release, social media coverage)
 - Promote other events occurring downtown
 - Advertising
 - Manage advertising efforts
 - Manage efforts of graphic design contractors
 - Stay connected to downtown businesses to understand business needs and wants for downtown marketing/promotions
- Reporting
 - Provide regular updates to PBIA (frequency and forum TBD)

Commented [AB1]: Specific events could be identified as part of the marketing strategy.

Commented [AB2]: Not intended to include the PBIA Board's one-on-one welcome wagon

Commented [AB3]: As this may require subcontracting, additional funds for creative and ad buys would need to be considered.