



# Meeting Minutes - Final

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
360.570.5847

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**Tuesday, May 30, 2017**

**10:00 AM**

**CR 112**

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### Special Meeting of the Marketing Committee

#### 1. CALL TO ORDER

##### 1.A ROLL CALL

**Committee Members Present:** Janis Dean, Danielle Ruse, Mary Corso, Kim Murillo, Justin McIntyre

**Staff Present:** Mark Rentfro, Community Planning and Development

**Public:** Karin Olson, Ratepayer

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. PUBLIC COMMENT - None

#### 4. ANNOUNCEMENTS

Little General is hosting a City Council Candidate Forum on June 5th - Organized by Connie Phegley.

#### 5. BUSINESS ITEMS

##### 5.A. [17-0592](#) Discussion of PBIA Flower Baskets

The discussion was discussed and closed.

#### 6. REPORTS

#### 7. OTHER TOPICS

Twinklefest 2017

The Committee discussed the many aspects of the downtown Twinklefest Celebration and what initiatives make for a positive event with maximum downtown business involvement and participation.

Topics included:

- Hours of operation
- Special events and promotions (online high schools, etc.)
- Customer shopping habits and sales data
- Lighting and decoration contest specifics
- Regional marketing plan for the event - upcoming committee expenditures

Group agreed to write-up the Twinklefest proposal and overall budget at the next meeting on June 27, 2017.

## **8. ADJOURNMENT**

**The meeting adjourned at 11:00 a.m.**

**Accommodations**