



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
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Tuesday, June 27, 2017

10:00 AM

CR 112

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