



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
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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.