



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 PBI's marketing program are engaged and how it contributes to the PBI'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 PBI 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 PBI.

The discussion was discussed and closed.

4. ADJOURNMENT

The meeting adjourned at 11:00 a.m.