



## Meeting Minutes - Draft

### PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
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Tuesday, September 26, 2017

10:00 AM

CR 112

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#### Special Meeting of the Marketing Committee

#### 1. CALL TO ORDER

Chair Dean called the meeting to order at 10:00 a.m.

#### 2. ROLL CALL

**Present:** 5 - Chair Mary Corso, Boardmember Janis Dean, Boardmember Audrey Henley, Boardmember Kim Murillo and Boardmember Danielle Ruse

#### OTHERS PRESENT

City Staff  
Amy Buckler, Staff Liaison and Senior Planner  
Mark Rentfrow, Downtown Liaison

#### 3. APPROVAL OF AGENDA

The agenda was approved.

#### 4. APPROVAL OF MINUTES

- 4.A [17-0904](#) Approval of August 22, 2017, PBIA Marketing Committee Meeting Minutes

**Attachments:** [Minutes](#)

The minutes were approved.

- 4.B [17-0969](#) Approval of September 6, 2017 PBIA Marketing Committee Meeting Minutes

**Attachments:** [Minutes](#)

The minutes were approved.

#### 5. PUBLIC COMMENT - None

#### 6. ANNOUNCEMENTS - None

## 7. BUSINESS ITEMS

### 7.A [17-0978](#) Marketing Initiatives in 2017 and 2018

**Attachments:** [Twinklefest notes](#)

The primary topic of conversation for the Committee's meeting is the planning of Twinklefest and the allotment of Committee funds toward advertising. Three advertising pieces will need to be created.

- Standard PBIA Holiday message for publications (multiple sizing options required).
- Specialty ad created for The Stranger highlighting last year's Twinklefest winner.
- Radio script for audio ads.

A budget was constructed for the cost of each offering and a matrix created to evaluate them.

Additional items included a discussion regarding content creation and distribution of PBIA Twinklefest advertising as well as an additional theater advertising pitch brought forth by Committee Member Henley on behalf of OFS.

No decisions were made about hiring a creative consultant to create ad work or which projects or ads to fund.

**The report was received.**

## 8. ADJOURNMENT

The meeting adjourned at 11:00 a.m.