

2018 Marketing/Promotion Discussion Notes

December 6

Those present

- PBIA Marketing Subcommittee: Janis Dean, Danielle Ruse, Kim Murillo
- PBIA Chair: Mary Corso
- ODA Boardmembers: Lisa Barker, Sandy Wilson
- ODA members: Nathan Reilly, Luanna?
- Amy Buckler, PBIA Staff Liaison
- Todd Cutts, ODA Executive Director

Value of Working Together

Maximize the efforts of both boards to build a positive, inviting image of downtown. By not duplicating efforts, rather pooling resources and coordinating messages and reach it is possible to do more. Speaking with one voice will be more powerful than having multiple overlapping messages.

The Proposal

- The group discussed the proposal and reviewed a *draft* scope of services.
- The proposal is for the City/PBIA to enter into a contractual agreement with the ODA.
- The contract would guide the ODA to perform imagemaking/marketing/promotion services as outlined in a scope of services.
- The idea is to focus on storytelling, using social media and public relations to spread positive messages and promote events. Ad buys may be part of it, but that's not proposed as the primary focus.
- The idea is to have a person dedicated to marketing and promoting downtown throughout the year. Someone who is stationed downtown and maintains contact with the downtown businesses.
- ODA plans to hire a new employee to carry out the services. However, to be clear, the PBIA funds would not be to 'fund a position'; they would be to pay for services rendered by the ODA.
- The work would be guided by an overall marketing strategy to be developed through input from both Boards. While the ODA already has an image making strategy, this is flexible and should be viewed as what ODA would bring to the table as a starting point for further planning with PBIA.
- PBIA funds cannot be used to promote individual businesses.
- The estimated cost of services outlined in the draft scope of services is \$46,000 for the year. Thus, PBIA is asked to fund \$23,000.
- ODA may need to contract out for graphic design services as needed. Neither that cost nor ad buys are included in the estimate.
- The term of the contract would end on December 31, 2018, with the opportunity for the City/PBIA to extend the contract for future years. If the contract was not

extended, the City would be under no obligation to provide funding for any position hired by ODA.

- Changes to the draft scope of services were discussed and added as follows:
 - Graphic design services may be important to the PBIA – something should be added about this.
 - Add ribbon cuttings for new businesses.
 - Add outreach to businesses. This will help to understand their needs and wants for marketing/promotion, and doing so in a unified way is good.
 - Add supply analytics on social media
- Next step is to further explore this opportunity with the PBIA Board on December 14. Danielle and Janis from PBIA will help lead the discussion. The ODA Chair will be out of town, but ODA will try to have an ODA member is there.

Proposed Role for the PBIA

- Select members serve on hiring committee for the ODA's marketing/promotions employee
- The Board (or select members) work with ODA to develop a marketing strategy
- Select boardmembers participate in some form of committee to provide iterative, high level guidance
- ODA to provide quarterly reports to PBIA Board