Meeting Minutes

PBIA Advisory Board

Thursday, January 18, 2018   **9:15 AM**   **Room 224**

Special Meeting of the Marketing Subcommittee

1.   CALL TO ORDER

Marketing Committee Chair Dean called the meeting to order 9:20 a.m.

1.A   ROLL CALL

Present: 5 -   Chair Mary Corso, Boardmember Jeffrey Barrett, Boardmember Janis Dean, Boardmember Kim Murillo and Boardmember Danielle Ruse

Excused: 7 -   Boardmember Jacob David, Boardmember Lindsay Galariada, Boardmember Sandra Hall, Boardmember Connie Phegley, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Jeffrey Trinin

OTHERS PRESENT

Mike Reid, Economic Development Director, City of Olympia
Amy Buckler, Senior Planner, City of Olympia
Todd Cutts, Executive Director, Olympia Downtown Association (ODA)
Lisa Barker, Rants Group, ODA Boardmember
Luana Hawley, Hawley's Gelato and Coffee, ODA Boardmember
Nate Reilly, 3 Magnets Brewing, ODA member

2.   APPROVAL OF AGENDA

The agenda was approved.

3.   APPROVAL OF MINUTES

3.A   [18-0058](#)   Approval of January 3, 2018 PBIA Marketing Subcommittee Meeting Minutes

The minutes were approved.

4.   BUSINESS ITEMS

4.A   [18-0055](#)   Meeting with ODA Reps re: 2018 Marketing Partnership

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The group discussed the 2018 joint marketing effort. It was clarified that:

- ODA, but not necessarily their marketing employee, will facilitate the joint PBIA/ODA board meeting to discuss the marketing strategy.
- Part of the work effort will be to determine a method for measuring impact Analytic data and narrative performance reports will be provided to PBIA regularly.
- Additional campaign support will be negotiated as needed. Both PBIA and ODA have some additional budget for this.
- Operation and maintenance of an events calendar is planned.

Boardmember Dean moved, seconded by Boardmember Ruse, to authorize staff to finalize a contract with the ODA for 2018 marketing services. The motion was unanimously approved.

5. ADJOURNMENT

The meeting adjourned at 10:00 a.m.