



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
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Tuesday, May 30, 2017

10:00 AM

CR 112

Special Meeting of the Marketing Committee

1. CALL TO ORDER

The meeting was called to order.

1.A ROLL CALL

Present: 5 - Chair Mary Corso, Vice Chair Justin McIntyre, Boardmember Janis Dean, Boardmember Kim Murillo and Boardmember Danielle Ruse

2. APPROVAL OF AGENDA

The agenda was approved.

3. PUBLIC COMMENT - None

4. ANNOUNCEMENTS

Little General is hosting a City Council Candidate Forum on June 5 - Organized by Connie Phegley.

5. BUSINESS ITEMS

5.A. [17-0592](#) Discussion of PBIA Flower Baskets

The discussion was completed.

6. REPORTS - None

7. OTHER TOPICS

Twinklefest 2017

The Committee discussed the many aspects of the downtown Twinklefest Celebration and what initiatives make for a positive event with maximum downtown business involvement and participation.

Topics included:

- Hours of operation
- Special events and promotions (online high schools, etc.)
- Customer shopping habits and sales data
- Lighting and decoration contest specifics
- Regional marketing plan for the event - upcoming committee expenditures

The group agreed to write-up the Twinklefest proposal and overall budget at the next meeting on June 27, 2017.

8. ADJOURNMENT

The meeting adjourned at 11:00 a.m.