



# Meeting Minutes

## PBIA Advisory Board

City Hall  
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Olympia WA 98501

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**Tuesday, July 25, 2017**

**10:00 AM**

**CR 112**

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### Special Meeting of the Marketing Committee

#### 1. CALL TO ORDER

The meeting was called to order at 10:00 a.m.

#### 1.A ROLL CALL

**Present:** 3 - Chair Mary Corso, Boardmember Janis Dean and Boardmember Kim Murillo

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. APPROVAL OF MINUTES

##### 3.A [17-0785](#) Approval of July 11, 2017 PBIA Marketing Committee Meeting Minutes

The minutes were approved.

#### 4. PUBLIC COMMENT - None

#### 5. ANNOUNCEMENTS - None

#### 6. BUSINESS ITEMS

##### 6.A [17-0779](#) Twinklefest 2017 Discussion

The Committee evaluated budgetary needs for various proposals for Twinklefest and moved to ask for a shift in funding from Communications and Marketing budget to the Holiday Support line for a total of \$4,000 additional dollars (bringing 2017 Holiday Support funding to \$14,000). The request will be sent to the entire Board for a vote.

The Committee discussed Twinklefest planned events and ways to bring retailers on board with the promotion. The Committee also discussed ways to collaborate with ODA in the marketing efforts as well as corresponding event planning.

Advertising and promotion budgets and vendors were discussed with final decisions on

proposals to be determined in the near future.

The Committee discussed other year-end measures that need to be completed, as well as the upcoming budgetary process for 2018.

**The discussion was completed.**

**7. REPORTS - None**

**8. OTHER TOPICS - None**

**9. ADJOURNMENT**

The meeting adjourned at 11:00 a.m.