



# Meeting Minutes

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
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**Tuesday, August 22, 2017**

**10:00 AM**

**Room 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.

#### 1.A ROLL CALL

**Present:** 2 - Chair Mary Corso and Boardmember Janis Dean

**Excused:** 2 - Boardmember Kim Murillo and Boardmember Danielle Ruse

#### OTHERS PRESENT

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

Guest Speaker  
Tabitha Johnson of Oly Arts

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. APPROVAL OF MINUTES

3A [17-0869](#) Approval of July 25th PBIA Marketing Committee Meeting Minutes

The minutes were approved.

#### 4. PUBLIC COMMENT - None

#### 5. ANNOUNCEMENTS

Ms. Johnson provided an overview of the Oly Arts publication including online advertising, advertising packages, schedules, and costs.

#### 6. BUSINESS ITEMS

6.A [17-0863](#) Approval of Marketing Committee RFP for 2018 Flower Basket Watering

### Services

The Committee discussed key elements of the Request for Proposal and implementation to include the Business Exchange of Washington, Daily Journal of Commerce, and Municipal Services Resource Center Small Works Roster.

**Boardmember Corso moved, seconded by Boardmember Dean, to approve the staff recommendation to solicit a service provider to provide hanging basket watering services in 2018. The motion passed.**

**6.B**     [17-0872](#)     Creation of Marketing Committee RFP for 2018 Hanging Flower Baskets

The Committee discussed key elements of the Request for Proposal (RFP) and implementation to include the Business Exchange of Washington, Daily Journal of Commerce, and Municipal Services Resource Center Small Works Roster.

Also discussed were the number of baskets for the project, deployment timelines, and proposed, mapped basket locations for the RFP.

**Boardmember Corso moved, seconded by Boardmember Dean, to approve the staff recommendation to solicit a service provider to provide hanging flower baskets for 2018. The motion passed.**

**7.     REPORTS - None**

**8.     OTHER TOPICS - None**

Committee members discussed meeting with the Olympia Downtown Association regarding holiday promotions and how best to deploy PBIA resources for the upcoming holiday season. Changes from past years appear likely although key sponsorship including Downtown for the Holidays will remain in place.

**9.     ADJOURNMENT**

The meeting adjourned at 11:00 a.m.