



# Meeting Minutes

## PBIA Advisory Board

City Hall  
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Olympia WA 98501

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**Wednesday, January 3, 2018**

**9:15 AM**

**Room 112**

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### Special Meeting of the Marketing Subcommittee

#### 1. CALL TO ORDER

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

#### 1.A ROLL CALL

**Present:** 3 - Boardmember Janis Dean, Boardmember Kim Murillo and Boardmember Danielle Ruse

#### OTHERS PRESENT

Community Planning and Development Staff:  
Economic Development Director Mike Reid  
Senior Planner Amy Buckler

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. PUBLIC COMMENT - None

#### 4. BUSINESS ITEMS

##### 4.A [18-0016](#) 2018 Marketing Partnership with ODA

The subcommittee reviewed the draft scope of services and prepared suggestions and questions for a meeting with ODA representatives regarding the 2018 marketing contract/partnership.

The group identified, in part, what success would look like after one year of this marketing partnership:

- There is an impactful steady stream of positive, inviting messages going out about downtown
- PBIA events/activities had good publicity (i.e., Twinklefest)
- Downtown has “a face” - could be captured by various customers and businesses. Up until recently, the Downtown Ambassadors have been ‘a face’ but their social media account will be going away. There is interest in maintaining the same type

of vibrant, interesting social media presence they had.

- More trust between ODA and PBIA
- PBIA has been involved enough to build trust and have a voice, while ODA has had enough autonomy to efficiently and effectively get the job done
- PBIA ratepayers see the value of their contribution and this approach to marketing downtown
- PBIA and ODA want to continue the partnership

The group agreed that overall the scope of services looks good, but there are a few things to be added or discussed with ODA before it's final:

- Add a summary of the PBIA's role to the Scope of Services. Suggested roles:
  - Select PBIA members will serve on the hiring committee for the ODA's marketing/promotions employee
  - Development of the marketing strategy (to be facilitated by ODA's marketing/promotions employee) shall kick off with a joint board meeting of ODA/PBIA
  - From there, select members of the PBIA will work with ODA to further develop the marketing strategy as needed, and participate in some form of committee to provide iterative, high level guidance
  - ODA to provide quarterly reports to PBIA Board, as well as monthly status (metrics) reports
- Suggest adding a bullet under "The work plan could include ... development, operation and maintenance of a comprehensive events calendar"
- Requested discussion topics for next Marketing Subcommittee meeting with ODA reps:
  - What level of "campaign support" (e.g., sponsored posts, boosts, content and graphic creation, printing) is included in the \$23,000 contract amount? At what threshold will an additional budget for campaign support be needed?
  - Metrics - lets discuss and define a shared concept of what we're talking about here

The PBIA marketing subcommittee meeting with ODA representatives is yet to be scheduled, but is likely to occur within the next few weeks.

**The discussion was completed.**

## **5. REPORTS - None**

## **6. ADJOURNMENT**

The meeting adjourned at 10:30 a.m.