



# Meeting Minutes

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
360.570.5847

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**Thursday, January 18, 2018**

**9:15 AM**

**Room 224**

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### 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

#### OTHERS PRESENT

##### City of Olympia Staff

Economic Development Director Mike Reid  
Senior Planner Amy Buckler

##### Olympia Downtown Association (ODA)

Executive Director Todd Cutts  
Boardmember Lisa Barker  
Boardmember Luana Hawley  
Boardmember Nate Reilly

#### 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

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.