



PBIA Advisory Board

Marketing Committee Report from March 28, 2017 Meeting

Agenda Date: 4/13/2017
Agenda Item Number: 7.B
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Title

Marketing Committee Report from March 28, 2017 Meeting

Recommended Action

Committee Recommendation:

Information Only. No Action Requested.

Report

Issue:

Summary of Marketing Committee discussion at its last meeting.

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning & Development, 360.570.3798

Presenter(s):

Marketing Committee Co-Chair Janice Dean

Background and Analysis:

The Marketing Committee met on 3/29/17

Attendees:

Co-Chair: Kim Murillo

Boardmember: Janis Dean

Ratepayer: Danielle Ruse

CP&D Staff: Mark Rentfrow

Discussion Topics:

- Kid's Book festival week
- New ways of advertising online
- Newsletter
- Flower baskets (upcoming)
- Events discussion: Twinklefest/Downtown Halloween

Attachments:

Agenda