



MVA Promotions Committee Report - February 3, 2010

The Promotions Team met on January 16, 2010;

Next meeting Wednesday, February 10 at 6:15 pm Holistic Vet Care; 1969 Mountain Blvd

Action Needed from Board

- Approval of Eric Reynolds to be the paid representative for the 2010 Montclair Fall Festival
- Approval of date for the 2010 Montclair Fall Festival:
Proposed date: Sunday, October 17, 2010 12 pm to 7 pm
- Support to include recent Jazz and Wine Event Planning applicants in the upcoming Fall Festival plans; Paula Welsh; Tina Love and Laurie Earp; at the level that they would like to participate and at the level that they can generate funds to support their work
- Approval and budget to hire Sandy Little as an assistant to help the promotions team; 2010 \$20 an hour for 10 hours per week; 2011 \$25 an hour for 10 hours per week

Accomplishments

- Reviewed proposals for the 2010 Montclair Fall Festival
- Interviewed applicants and discussed opportunities and ideas
- Generated support from community members and volunteers to organize the festival

Works in Progress

- Plan and execute 2010 Montclair Fall Festival
- Establish leaders to organize upcoming Merchant Mixers in 2010
- Meeting with Lions Club representatives for 2010 events coordination and support
- Determining with merchants and Lions Club if two Restaurant Walks should be held in 2010
- Organize Village events to be held in 2010
- Meeting with principals at Rockridge "Out and About" Festival to determine how they obtained good merchant participation, for application to our Jazz & Wine Festival
- Organize Block Ambassador program for 2010
- Gain champions to lead us into the implementation stage for each of the brainstorming priorities identified in 2009
- Updating of Village Directory and map in 2010 at a cost not to exceed \$7,800

Roadblocks

- None

Budget Concerns

- Fall Festival – generate income
Hire Eric Reynolds
\$ 4,500 in budget + 25% net
- \$ 250 for 5 hours consulting
Helen Wyman
- Funding for assistance - \$200 week