



Promotions Team Meeting  
June 10, 2009

Attending: Diamond, Kenward, Levin, Maitland, Richter, Tana, Vickery

The Team reviewed our current Calendar of Events for 2009, attached, to reach consensus on what role the MVA should be playing in each event.

- October 6 Restaurant Walk
  - Agreed to promote to non-food merchants with suggestions for co-branding and partnering with food outlets
    - Ask for their commitment to have specials that evening, and have a listing on one non-food merchant page in the coupon book
    - Do not offer a separate coupon book page to non-food outlets, to keep it simple.
  - Suggested changing the name to Taste of Montclair to reflect non-food merchant participation.
- June 14 Pet Adopt-a-Thon
  - Agreed to review the results of this year's event to determine what role, if any, the MVA should play if the event returns for another role
- Pacific Fine Arts Festival
  - Agreed we should ask the promoters to emphasize placing synergistic vendors in front of merchant locations where possible.
  - Agreed we should ask the promoters to emphasize keeping sidewalks and store fronts accessible
- Sep 13 Jazz & Wine Festival
  - No recommendations made other than to encourage merchants to help secure volunteers to work with the Festival Volunteer Coordinator
- No review of progress on our Brainstorming document was made.
  - It was agreed that Diamond would lead a team to institute an 8 PM retail openings night once a month program.
    - Charge participants to be in a joint Montclarion ad to promote
    - Plan for September and November 2009 to test out
    - Perhaps have an emphasis for each month (retail, health & wellness, fitness, restaurants, etc.)
- It was agreed the next meetings will be:
  - Wednesday, July 1, 6:30 PM – 7:30 PM – re4m, 2054 Mountain Blvd.
  - Wednesday, July 22, 6:30 PM – 7:30 PM – Farmstead Cheeses & Wines, 6218 La Salle Ave.