



Promotions Team Meeting

August 19, 2009

Attendees: Claudia, Tracy, Theresa, Hana, Lee, Liza

What is the role of an MVA Block Captain?

- To connect with the community ~ 1x per month
- Be a representative of the Board for the businesses on the block
- To distribute information to both the community as well as the Promotions Committee and to the MVA Board
- To encourage participation
- To be a block representative

What are the expectations of the Block Captain?

- Connect with neighboring businesses in assigned block
- Share information
- Gather feedback
- Stop Rumors
- Share security info

What information is disseminated by the Block Captains?

- Upcoming events information (flyers, posters, newsletters, etc.)
- Information, i.e. Hot News
- Feedback from merchants
- Liaison for information
- MVA & event Participation
- New Directories

How do we get ACTION & PARTICIPATION?

- Invites
- We are promoting to help businesses
- Need more ideas here

Who would like to help organize the Block Captains?

- Linda, Lee -----Roger
- Contact List-opt in on email
- Welcome wagon

Block Captains collect current data

- Main Contact and backup, best time to contact; Name, Email, Phone, Text

What other information are we working on currently?

- What local businesses want to participate in discounts?
- What local businesses want to participate in community advertising?

Upcoming -Notes to Do

- Roger's List - ck to see what is up next
- Welcoming Wagon for new Village Businesses
- Block Captain-Possible Fundraisers and Co-Branding opportunities
- Emergency Preparedness

The next promotion's meeting will be held at Holistic Vet Care: Wednesday, September 9th at 6:30 pm. Richter will send E-vite reminder.