



Promotions Team Meeting

October 2, 2009

Attendees: Henrekin, Levin, Richter, Scrivani, Vickery, Williams

Jazz & Wine Festival

- Agreed to send a “Survey Monkey” on business reaction to the Festival – **Who?**
- Need to meet with Sara Wilson, Village Market, to determine how she gets such good merchant participation in the Rockridge “Out and About” Festival. - **Vickery**
- Have received RFP material on job requirements from Festival Manager, **attached.**
 - Team to meet after next Board meeting to review – **Foss, Neal, Richter, Vickery, Williams**
- Need financials from last three Festivals – **Vickery**
 - 2009 Festival is still work in progress but it appears we made netted around \$5,000
 - 50% goes to Oakland Funds for the Arts
 - 25% goes to Festival Manager
 - 25% is seed money for future Festivals
- Need to provide Board with options for Festival future and gain their participation in the RFP process as well as determining scope and merchant involvement in future events. Possible future Festival options include:
 - No Festival in 2010
 - Modified Festival, scaled down from 2009 event
 - Same as 2009 event
 - Above affected by our success in obtaining a replacement Festival Manager

Restaurant Walk

- Agreed we need to redo the “Participant” signs to correct typo – **Vickery**
- Support by attending/selling coupon books; too late to do much more at this point.

Halloween Parade

- Agreed to create a flyer promoting merchant participation (**Henrekin**) for distribution to merchants along parade route (**Williams**), making sure it is coordinated with the Lions Club (**Williams**).

Merchant Survey

- Agreed to send to all merchants to determine how they participate in Village promotions, what ways they prefer to receive communications from the MVA,

interest in merchant mixers, attendance at proposed Nov 3 mixer – **Henrekin, Levin, Vickery**

- Limit of 100 E-mail addresses on free version of “Monkey Survey” needs to be resolved as MVA has a list of 170 addresses.

MVA Mixer

- Need to confirm with Salvato that Montclair Bistro is available for next mixer, scheduled for November 3, from 6:30 – 8:30 PM - **Richter**.

Block Captains

- Agreed they need to be deployed in October.
- Survey originally intended for Block Captain use now being sent electronically (see above “Merchant Survey”)

Class Night

- “University of Montclair” night in Village promoting businesses that provide classes (Snapshot Mosaics, Sarber’s, etc.) – **Scrivani**
 - Add to our Brainstorming document under “Merchant Groups” ([attached](#))

Next Team Meeting

- Tuesday, October 13, 2009, 10 AM, Bank of the West