



Promotions Team Meeting Minutes – November 2, 2009

Present: Diamond, Henrekin, Levin, Love, Richter, Scrivani, Vickery, Williams

2010 Calendar of Events

- Approved all events except:
 - Pet Adopt-a-thon
 - invite Teri to next Team meeting or Board meeting (Vickery)
 - needs better merchant tie-in's if possible (photographer)
 - Fall (Jazz & Wine) Festival
 - determine if and when this event will take place
 - Restaurant Walk
 - Determine with merchants and Lions Club if this will be twice a year in 2010
- **Pacific Fine Arts Festival Letter of Agreement**
 - Agreed to recommend approval of the Agreement to the Board with the following additions to the On-site Management section:
 - PFA will maintain on-site management for the entire length of the Festival to make sure that each exhibitor is following directions as laid down by the city, MVA, and PFA. PFA will maintain an Information Booth during the Festival in a central location, and will provide a contact name and cell phone number for MVA merchants to call if they have any questions or concerns.
- **Review of Merchant Survey results**
 - E-mail overwhelming preference for getting info (but Block Captains don't exist yet so this could change)
 - Pay \$20 for wine and food vs. potluck still the preference for Mixers
- **MVA Merchant Mixer at the Montclair Bistro, Tuesday, November 10, 6:15 PM - 8:30 PM**
 - Agreed, because Tina Love has agreed to visit with merchants, we can still pull this event off.
 - Details to be published in E-mail this week (Vickery)
 - Follow up flyer to be distributed to merchants (Love/Vickery)
 - We have wine from the Jazz & Wine Festival we can use
 - \$20/person to cover food
 - Business cards
 - Raffle
 - Review/discuss Holiday Stroll at this event

- **Implementation of Block Captain program**
 - Meeting at MVA office on Wednesday, November 4, at 3:30 PM to put together Guidelines, survey questionnaire, etc. ([Henrekin](#), [Levin](#), [Love](#), [Richter](#), [Vickery](#))
- **Lions Club Halloween Parade, Friday, October 30**
 - Agreed a follow up meeting with Lions Club on hits and misses is needed ([Vickery](#))
 - MVA merchant flyer
 - Merchant participation (good and bad)
 - Criteria for who is in the parade
 - Starting time
 - Safety on the streets (perhaps using Village Park for line-up)
- **Plans for Holiday Stroll, Thursday, December 3, 6 PM -9 PM**
 - Agreed to the proposal presented in sub-team minutes (attached)
- **Jazz & Wine Festival**
 - Deferred discussion until sub-team meets to explore alternatives
- **Brainstorming Document**
 - Deferred to next meeting
- **Next Team Meeting**
 - Wednesday, November 18, 2009, 6:15 PM, Holistic Veterinary Care, 1969 Mountain Blvd.