



## Promotions Team Meeting Minutes

February 10, 2010 at Holistic Veterinary Care

Present: Lee Richter, Eric Reynolds, Lisa Tana, Jeff Diamond, Teresa Bozikis, Hana Levin, Theresa Henrekin, Aaron Brown, Fred Githler, Suzie Rudloff, Christine Bartlett, Blake Langdale, Liza Wallach, Michelle Berger and Sandy Little

### Next Meeting:

Wednesday, March 10, 6:15 pm

Holistic Veterinary Care

- **Music & Wine Festival** - October 17, 11:00 am – 6:00 pm (still pending)
  - 1) Eco-friendly Lifestyle Products (Stage and Runway)
    - a. Young Adult Area
      1. Stage and High School Bands
    - b. Feature Texting Championship (Teens and Adults)
    - c. Project Runway (Teens and Adults) - Keren "Creations"
  - *Teen Graffiti Wall: Offer a tutorial session by a professional graffiti artist on "How To Do Graffiti Properly."*
  - *Possibly find business's that will allow temporary graffiti art painted on their store windows.*
- 2) Lifestyle Services (Stage)
  - a. Cooking Exhibitions
  - b. SITK (Someone's in the Kitchen)
  - c. How to Make Sushi Workshop by "Kakui"
  - d. Pet Care Tutorials - Lee Richter
- 3) Wine/Beverage/Beer/Food
  - Lee Richter and Theresa Henrekin will handle booths
  - *Jeff Diamond volunteered to join Lee and Theresa H. with wine vendors*
  - *Establish proper guidelines for obtaining booths (BID members and merchants)*
  - *Determine the screening guidelines for the type of music permitted at the festival. Focus is towards classic rock, blues, folk music, etc.*
    - a. Music
    - b. Arts and Crafts
    - c. Local business
  - *Promote local businesses by allowing them to sponsor musician and artist participating in the festival*
  - *Proposal to divide the wine tent into sections based on regions (Napa, Sonoma, Livermore etc.) and match food accordingly*

- 4) Lifestyles for Families (Stage)
  - Victoria M. (Tulip Grove)
    - a. Rock Climbing Wall
    - b. Jumpers
    - c. Children's Fashion Show
- *Montclair "Idol" (?)*
- 5) Lifestyle – Health and wellbeing – Christine Bartlett, Blake Langdale
- *Brainstorm ideas for the "wellness" area to attract more people. Focus on going "green", and promote shopping locally.*
  - a. Chair Massage, Massage - Hana
  - b. Dental and Medical Consultations
  - c. Spa
  - d. Pilates/Yoga Exhibitions – Simon
  - e. Reiki for pets – Blake Langdale
- **Events for 2010**
  - 1) Farmer's Market – Every Sunday, 9 am - 1 pm
  - 2) Restaurant Walk (Lion's Club) – April 20, 6 - 8:30 pm
  - 3) Easter Egg Hunt (Lions Club) – April 4, 9 - 10 am
  - 4) Belly to Baby Fair-May 8, 10 am - 4 pm
  - 5) Pet Mayor Contest – June 20, 10 am
  - 6) Pacific Fine Arts Festival – June 25,26,27, 10 am - 6 pm
  - 7) Fall (Music & Wine) Festival – October 17, 12 pm – 6 pm (?)
  - 8) Pacific Fine Arts Fest – October 2,3, 10 am - 6 pm
  - 10) Halloween Parade (Lions Club) – October 29, 3 - 5 pm
  - 11) Holiday Stroll – December 2, 6 - 8:30 pm