

MVA Promotions Meeting - Brainstorming

Updated March 7, 2011

Priority	Due Date	Item	Champion(s)
		Merchant Communications	
1	07/22/09	Twitter/Facebook groups	H. Neal L. Richter T. Bozikis L. Sonia Wallach
1		Recreate Block Ambassadors Disseminate information	L. Richter H. Levin
2	On going	Merchant E-mail Newsletter Getting all merchants signed up	R. Vickery
	On-going	Create awareness of upcoming events Get participation	
Priority	Due Date	Merchant Support	Champion(s)
new		Guest Bartender at Montclair Bistro	L. Richter
1	07/22/09	Monthly/quarterly/annual mixers Business owners to socialize Use different business owners to sponsor	Block Ambassadors
3		MVA "Build Your Business" Document List of ways to promote merchant's business	
5		Health Insurance for MVA Members	
Priority	Due Date	Merchant Groups	Champion(s)
1	07/22/09	Retail Group Co-Branding/Cross Promotions Kids Activities & expos Merchant Loyalty Program	T. Henrekin V. Maitland L. Sonia Wallach L. Tana
2		Restaurant Group Co-Branding/Cross Promotions Kids Activities & expos	T. Salvato
3		Wellness Group Co-Branding/Cross Promotions	S. Kenward H. Levin

		Health & Wellness expo Kids Activities & expos	L. Richter C. John
3		Beauty & Fitness Group Co-Branding/Cross Promotions Kids Activities & expos	T. Bozikis L. Llacer I. Akkerman S. Gibson
3		Professional Group Co-Branding/Cross Promotions Kids Activities & expos	H. Neal
		University of Montclair Village promotion of merchants offering classes	R. Scrivani
Priority	Due Date	Village/Businesses Promotion	Champion(s)
new		Selling space in Village Garage to merchants for advertising	D. Sarber
new		Gift Certificate Program (Solano Ave. model)	J. Sarber
new		Keeping it Local promotion	J. Diamond Block Ambassadors
4		Coupon Books - MVA sponsored	J. Baxter
4		Feature Article on Village in Sunset Magazine	C. Lew
2		Business Welcome Wagon	H. Levin R. Vickery
2		Community Welcome Wagon	H. Levin J. Sarber Realtors
3		"What to do in Montclair Village" Guide Woodminster, Hiking trails, Chabot, Dog Parks Publicize & Promote what they are about Put info at Chabot, Woodminster, realtors, Village merchants	R. Vickery T. Henrekin
various		Bios-Who owns the business in Montclair How to personalize the business Survey to determine participation	Block Ambassadors
Various		"Did you know?" Column on the Website Column in Montclarion	Block Ambassadors

		Survey to determine participation	
?		Farmers' Market – Village Businesses Promotions Birthday celebrations, etc.	?
No		Labels/ stickers with Website address info for merchant receipts	
Priority	Due Date	Community Promotion	Champion(s)
3		Board Members- connect to community members & invite them to MVA meetings	Board
3		Meetings with other community members groups	Board
3		Board Meetings Guest Speakers and special workshops	Board
Various		Education: seminars for community members	Merchant Groups
Priority	Due Date	Current & Proposed Events/Promotions	Champion(s)
new	May 2011	Village Promotion	Bozikis Reynolds
new	Jul 2011	Village Promotion	Bozikis Reynolds
new	Sep 2011	Wine & Music Stroll	R. Vickery E. Reynolds
new	Nov 2011	Village Promotion	Bozikis Reynolds
1	05/09/09	Belly to Baby Fair	V. Maitland
1	06/14/09	Pet Adopt-a-Thon	T. Bleckner
1	06/21/09	Pet Mayor Contest	L. Richter
1	4/26/11	Restaurant Walk	Lions Club
1	6/24-26/ 11 10/ 1-2/11	Pacific Fine Arts Festivals	R. Vickery
1	9/13/09	Jazz & Wine Festival Taste & Tweet	H. Neal L. Richter
1	12/01/11	Holiday Stroll	R. Vickery

1	09/09	Thursday Nights Open until 8 PM Survey merchants to determine support	Block Ambassadors
2	10/30/09	Halloween Parade Pet dress-up Vintage Cars	Lions Club
3	Spring 2010	Pet/People fashion show	T. Henrekin L Richter
3	2010	Easter Egg Hunt Work with Lion's Club for cross promotion ideas	H. Neal
4		Spring/Summer Stroll All merchants	
5		House Tours Transportation & Village parking Food & beverage from merchants	
5		Music in the Park	
5		Dog Walk	
Priority	Due Date	Completed Items	Champion(s)
Done	5/01/09	MVA Website Password protected area for merchants Google Analytics – are we using it?	R. Vickery
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Done	05/01/09	MVA Website List resources Promote Site - banners - electronic media - print media	R. Vickery
Done	06/15/09	Merchant Printed Newsletter Warn of end of printed versions and refer to Website	R. Vickery
		Resources	
		1. Mills College-volunteers to help with Web 2.0	

		2. School Parent Groups	
		3. Home Owners Associations	
		4. Church clubs	
		5. Softball/soccer leagues	
		6. Realtors Put MVA Guide together	