

MVA Promotions Meeting - Brainstorming

Updated October 2, 2009

Priority	Due Date	Item	Champions
		Merchant Communications	
1	07/22/09	Twitter/Facebook groups	Neal Richter Bozikis Sonia Wallach
1		Recreate Block Captains Disseminate information	Richter
2	07/22/09	Merchant E-mail Newsletter Getting all merchants signed up	Vickery
On-going		Create awareness of upcoming events Get participation	
		Merchant Support	
1	07/22/09	Monthly/quarterly/annual mixers Business owners to socialize Use different business owners to sponsor	Block Captains
3		MVA "Build Your Business" Document List of ways to promote merchant's business	
5		Health Insurance for MVA Members	
		Merchant Groups	
1	07/22/09	Retail Group Co-Branding/Cross Promotions Kids Activities & expos Merchant Loyalty Program	Henrekin Maitland Sonia Wallach Tana
2		Restaurant Group Co-Branding/Cross Promotions Kids Activities & expos	Salvato
3		Wellness Group Co-Branding/Cross Promotions Health & Wellness expo	Kenward Levin Richter

		Kids Activities & expos	John
3		Beauty & Fitness Group Co-Branding/Cross Promotions Kids Activities & expos	Bozikis Llacer Akkerman Gibson
3		Professional Group Co-Branding/Cross Promotions Kids Activities & expos	Neal
		University of Montclair Village promotion of merchants offering classes	Scrivani
		Village/Businesses Promotion	
4		Feature Article on Village in Sunset Magazine	Lew
2		Business Welcome Wagon	Levin Vickery
2		Community Welcome Wagon	Levin 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	Vickery Henrekin
various		Bios-Who owns the business in Montclair How to personalize the business Survey to determine participation	Block Captains
Various		“Did you know?” Column on the Website Column in Montclarion Survey to determine participation	Block Captains
?		Farmers’ Market – Village Businesses Promotions Birthday celebrations, etc.	?
No		Labels/ stickers with Website address info for merchant receipts	
		Community Promotion	
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
Current & Proposed Events/Promotions			
1	05/09/09	Belly to Baby Fair	Maitland
1	06/14/09	Pet Adopt-a-Thon	Bleckner
1	06/21/09	Pet Mayor Contest	Richter
1	4/20/09 10/6/09	Restaurant Walk	Lions Club
1	9/13/09	Jazz & Wine Festival Taste & Tweet	Neal Richter
1	12/03/09	Holiday Stroll	Foss Vickery
1	09/09	Thursday Nights Open until 8 PM Survey merchants to determine support	Block Captains
2	10/30/09	Halloween Parade Pet dress-up Vintage Cars	Neal Masler Richter
3	Spring 2010	Pet/People fashion show	Henrekin Richter
3	2010	Easter Egg Hunt Work with Lion's Club for cross promotion ideas	Neal
4		Coupon Books - MVA sponsored	Baxter
4		Spring/Summer Stroll All merchants	
5		House Tours Transportation & Village parking Food & beverage from merchants	
5		Music in the Park	

5		Dog Walk	
		Completed Items	
Done	5/01/09	MVA Website Password protected area for merchants Google Analytics – are we using it?	Vickery
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Done	05/01/09	MVA Website List resources Promote Site - banners - electronic media - print media	Vickery
Done	06/15/09	Merchant Printed Newsletter Warn of end of printed versions and refer to Website	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	