



## **Promotions Team Meeting**

**September 16, 2009**

Attendees: Tracy, Theresa, Hana, Lee, Ron S., Roger

### **Jazz & Wine Festival**

- Village merchants reported mixed business, some down, some up and some felt it was more a marketing effort than a day-of-sales event
- With the announcement the 2009 Festival is the last one that Jacque Hachquet is Festival Coordinator for, the team agreed it is their responsibility to find a replacement for her, and to look at the model for the Festival to see how it could be changed to reduce costs and increase revenue.
  - The team requested RFP material from Jacque that would describe the protocol for the job, budget and expectations.

### **MVA Mixer**

- It was agreed to postpone the planned September 22 Mixer at the Bistro and reschedule it for November 3 at the Bistro, to give the team more time to promote the event and have people sign up for it.

### **Block Captains**

- Lee and Theresa agreed to put together a short merchant survey that Block Captains can use on their initial visits with businesses. They will review with the team at the next meeting.

### **Restaurant Walk**

- Team agreed to use Block Captains to promote

### **Next Team Meeting**

- Friday, October 9, 2009, 10 AM, Bank of the West