



Promotions Team Meeting Minutes - October 13, 2009

- Present: Levin, Love, Salvato, Richter, Vickery, Williams
- **Review of Merchant Survey results**
 - Of 25 responses so far E-mail is overwhelming preference for getting info (but Block Captains don't exist yet so this could change)
 - Pay \$20 for wine and food vs. potluck overwhelming preference for Mixers
 - Theresa has additional questions to ask in next survey
 - Free alternatives to Survey Monkey exist that allow for more E-mail addresses (Gizmo)
- **Implementation of Block Ambassador program**
 - **Hana** is creating a survey to them, asking for their commitment, how they want to be communicated with, what alternates they can suggest to back them up.
 - A follow-up E-mail to them outlining duties, Halloween support needed, and merchant info updates needed to be created and sent by **Hana and Lee**
 - An E-mail invite to the November 10 Mixer and potential interest in phone conferencing follows.
 - Winter can host a phone conference call
- **Merchant participation in Lions Club Halloween Parade, Friday, October 30**
 - **Theresa and Winter** have created; are fine-tuning and reviewing with Ron Scrivani
- **MVA Merchant Mixer at the Montclair Bistro, Tuesday, November 10, 6:15 PM - 8:30 PM**
 - We have wine from the Jazz & Wine Festival we can use
 - Charge \$20 for food
 - Consider PayPal or other form of on-line payment
 - Get commitments prior to event to determine attendance
 - Have bring business cards for networking and raffle drawing
 - Ask to bring prize for raffle and tell us what so we can promote it
 - Holiday Stroll to be presented/discussed at this event
- **Preliminary Plans for Holiday Stroll, Thursday, December 3, 6 PM -9 PM**
 - Sub-team of **Winter, Tina and Roger** to manage
 - Next meeting is Thursday, October 29, 10 AM, Bank of the West
 - Merchant Window Display contest
 - Do again, same as in 2008
 - Consider having local schools participate in a painting contest of empty store-front windows

- Oakland Fund for the Arts or Oakland School for the Arts might be able to assist
 - Winter is contacting property owners/managers for permission
 - Motorized Cable Car – feel this is not needed this year
 - Music Groups (see attached of those who participated last year)
 - Holiday Center at Lucky Stores parking lot
 - Santa station (Pacific National Bank may supply)
 - Selected music groups
 - Montclarion full page or double truck spread?
 - How many merchants can we get to participate?
 - Create merchant package that could include PR, displays, advertising, etc.
 - Block Captains to sell
 - Montclarion sales people to sell
- **Jazz & Wine Festival**
 - Discussion deferred until next meeting. Items to cover:
 - Separate Merchant Survey on this needed?
 - Manager replacement
 - Job description - have
 - Budgets -have 2008 and 2009 y-t-d
 - Candidates
 - Tina Love
 - Lori Erp
 - Team to meet to review – Foss, Neal, Richter, Vickery, Williams
 - Date, time, location for meeting
 - Alternatives to 2009 model
 - Montclair Village Fall Festival?
 - Local music vs. jazz?
 - Tied in with Pacific Fine Arts Fest?
 - Wine tent?
 - Kid's Town?
 - Arts & Crafts?
 - Eco-Wellness Village?
 - Merchant tie-ins?
 - Sara Wilson, Village Market input
- **Brainstorming Document**
 - Discussion deferred until next meeting
- **Next Team Meeting**
 - Monday, November 2, 2009, 4 PM, Bank of the West