



Promotions Team Meeting Minutes – November 18, 2009

Present: Henrekin, Love, Richter, Vickery

MVA Merchant Mixer – November 10

- Agreed it was a success with 30 paid attendees
- Agreed to have the next Mixer on Tuesday, February 9 at 6:15 PM at Montclair Physical Therapy & Wellness with a \$20 charge, if Simon agrees (**Vickery to confirm**)

Everyscape Proposal

- Group found the concept appealing but had reservations about merchant participation.
- Agreed to have the MVA consider offering to merchants in first quarter 2010 to determine level of interest, perhaps with other ideas on how they can promote their businesses.

Block Ambassadors

- Agreed to create an Ambassador E-mail list (**Vickery – already created**).
- Agreed the Ambassador packet will be completed in a week, and a meeting of Ambassadors will be set up once finished (**Richter, Henrekin, Love, Vickery**).

Holiday Stroll

- Agreed to ask Ambassadors to get copies of the 4th Quarter Merchant Update, Holiday Stroll Merchant Information Sheet and Holiday Stroll Merchant Participation Form out to the merchants on their block this week (**Vickery**)
- Agreed to ask Ambassadors to sign up for a half hour segment at the MVA booth at Holiday Stroll, to hand out programs and Window Display ballots (**Henrekin**).

Jazz & Wine Festival

- Hachquet and Vickery are pre-interviewing potential candidates for the Festival Manager's position in 2010. Two candidates have been interviewed so far with an expected 1 or 2 more, to be completed in the next week (**Vickery/Hachquet**).
- Agreed to have set up a meeting in early December to review candidates and determine best course of action to take (**Vickery to set up with Foss, Neal, Richter, Williams**)
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Brainstorming Document

- Deferred to next meeting

Next Team Meeting

- Wednesday, January 13, 2010, 6:15 PM, Holistic Veterinary Care, 1969 Mountain Blvd.