



Promotions Team Meeting Agenda: March 10, 2010

Next Meeting Date: Wednesday, March 31, 2010 6 - 7 pm

Meetings Dates To Follow: April 21, 2010 6:30 – 7:30

May 12, 2010 6:30 – 7:30

Present: Lee Richter, Liza Wallach, Fred Githler, Eric Reynolds, Lisa Tana, Hana Levin, Keren Barukh, Christine Bartlett, Blake Langdale, Suzie Rudloff, Aaron Brown, Michelle Berger, Sandy Little

MUSIC & WINE FESTIVAL - October 17, 11 am – 6:00 pm

1) Eco-Friendly Lifestyle Products

A. Teen Arena – Kevin B. (“Magpie”), Brian Goodhue

1. Stage and High School Bands
2. Feature Texting Championship
3. Teen Graffiti Wall – Tutorial session (?) – Teresa B.

B. Project Runway – Keren Barukh, Teresa Bozikis

-Michelle Berger assisting Keren with show (?)

-Name for the runway show needs to be decided

-Discussion of entry fee for merchants to advertise their business and merchandise

1. Children’s Fashion Show

- *Will take place in the morning*

2. Family Fashion Show

a. Dog Show – Lee Richter, Michelle Berger, Sandy Little

- *Will take place in the afternoon*

3. Teen Fashion Show

- *Will take place in the evening*

2) Lifestyle Services

– Eric Reynolds and team to be determined

A. Cooking Exhibitions – Tia B. (Chef) (?)

B. SITK (Someone’s in the Kitchen)

C. How to Make Sushi Workshop by “Kakui”

2) Wine/Beverage/Beer/Food

- Lee Richter, Theresa Henrekin, Jeff Diamond, Paula Welsh

-Discussion of finding different food vendors this year due to the negative feedback from last year’s festival

-Ideas needed for monitoring the wine distribution

-Ideas of breaking down wine tent into regional sections and having walking musicians or a jazz trio

A. Main Stage Music – Eric Reynolds

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- 4) Lifestyles for Families (Stage)
 - Victoria Maitland (and team TBD)
 - A. Hip and Hop Arena - Victoria Maitland and Bay Area Jumps (Emma-Office Manager)
 1. Rock Climbing Wall
 2. Jumpers
 - Lee suggested art section

- 5) Lifestyle – Health and Wellbeing - Christine Bartlett, Blake Langdale
 - Ideas discussed of incorporating healthy cuisine such as sushi and live music
 - Blake presented illustrations by Peter Ward to incorporate into the festival and website. Committee was interested.
 - A. Chair Massage/ Massage - Hana
 - B. Dental and Medical Consultations
 - C. Spa
 - D. Pilates/Yoga Exhibitions – Simon
 - E. Reiki for pets – Blake Langdale
 - F. “Go Green” Workshop (?)

- VIP passes will be available for each section and for merchants
- VIP both will be available for merchants
- Workshops have to be sponsored by the business or by another business
- Discussion of getting the ambassadors involved
- Eric discussed the survey he sent out and some of the feedback

Additional Ideas for Festival:

- Beer garden with seating or/and up tables
- Shaded seating area
- Raffle

Additional Ideas for Community:

- Movie night (maybe in the park)
- Coupons for newcomers to Montclair
- Have Wi-Fi available everywhere

Social Media: Lee Richter, Suzie Rudloff, Sandy Little
Volunteer Coordination: Eric Reynolds, Sandy Little

UP NEXT:

- Groups need to organize meetings and makes a list of what steps need to be taken.
- Establish proper guidelines for obtaining booths (BID members and merchants).
- Putting forms on website.

- Create contact list for special events: music, wine, fashion show...

EVENTS FOR 2010:

- 1) Farmer's Market – Every Sunday, 9 am - 1 pm
- 2) Easter Egg Hunt (Lions Club) – April 4, 9 - 10 am
- 3) Restaurant Walk (Lion's Club) – April 20, 6 - 7:30 pm
- 4) Easter Egg Hunt (Lions Club) – April 4, 9 - 10 am
- 5) Pet Mayor Contest – April 1st nominations, June 20, 10 am
- 6) Pacific Fine Arts Festival – June 25,26,27, 10 am - 6 pm
- 7) Fall (Music & Wine) Festival – October 17 (?)
- 8) Pacific Fine Arts Fest – October 2,3, 10 am - 6 pm
- 10) Halloween Parade (Lions Club) – October 29, 3 - 5 pm
- 11) Holiday Stroll – December 2, 6 - 8:30 pm