



MVA Promotions Team Meeting Agenda: May 12, 2010

Next Meeting Date: June 9 from 6:30 – 7:30

Upcoming Meeting Date: June 30 from 6:30 – 7:30

Present: Lee Richter, Teresa Bozikis, Michelle Berger, Eric Reynolds, Christine Bartlett, Mark Zinns, and Sandy Little

Montclair Music & Wine Festival (now called the Montclair Family Fun Festival)

- Discuss changes made to festival based on the MVA Board Meeting (May 5, 2010)

-Discussed ways to get approval for festival by Parks and Recreation with Mark Zinns
-MVA, Parks & Rec, and Mark Zinns need to approve the festival
-Other community groups need to endorse the festival
-The festival will need to be a multicultural event to gain approval
-Insurance writer is required and \$1 million insurance policy to insure festival
-Eric Reynolds and Lee Richter will be creating the proposal to present to Parks and Rec, along with a Powerpoint presentation
-Estimated time period for approval is 4-6 weeks

- Festival Groups:
 1. Arts & Crafts/Vendors – Lee, Eric Theresa H.
 2. Wellness Education/Vendors – Christine B., Blake L.
 3. Music – Eric Reynolds
 4. Food/Bake Sale/ Beverage – Lee, Sandy, Paula
 5. Family/Teens/Kids – Eric, Sasha, Teen Team Leaders, Mark Zinns, Tamara Brames, Deanna Rifai, Jen (Tulip Grove)

-Ideas of getting schools involved in the festival
-Sponsorship for school booths and non-profit booths
-Incorporate non-profit entertainment (Circus Bella, San Francisco Mime Troupe) into the festival

-Sponsorship – Aaron Brown
-Web 2.0 – Suzie Rudloff, Fred Githler, Eric Reynolds
-Volunteers – Eric, Sandy, Tim Gardner

-Proposal to change festival times from 12:00 pm to 5:00 pm
-Ideas to ask Boy Scouts of America to help clean during and after festival
-Ideas to use Guardian Angels and/or off duty cops for security
-Ideas discussed to ask for support from MSIC, Lion's Club, Rotary Club
-Parking for unloading and loading needs to be determined
-No alcohol at the festival
-Health guidelines for food vendors to be determined

- New layout of festival (see maps)

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- Vendor Fees:
 - Early Registration \$150
 - Regular Registration \$175
 - Late Registration \$200

- Local non-profit organizations that will benefit from the festival:
 1. Parks and Recreation
 2. P&WF
 3. Montclair School
 4. MVA

- Discuss ideas to raise money during the festival
 1. Silent Auction
 2. Activities in each section; face painting, games ...

- M & W Festival Website
 - Eric to briefly discuss any changes to the festival website based on the changes recently made

MVA Promotions Projects:

- Revisit Shop Local Campaign
 - Welcome Packets – Hana Levin, Aaron Brown, Liza Wallach, Teresa Bozikis
- Welcome packet for Kakui to be created*
- Montclair Pet Mayor Contest for 2010
 - Place your votes for Pet Mayor at www.petandwildlifefund.org
 - Upcoming dates for the Guest Bartender Events are 5/19, 5/25, 5/26, 5/28, 6/2, 6/9, and 6/17

UP NEXT:

- Prepare a proposal to present to Audrey Jones Taylor (Parks and Rec)*
- Create a Powerpoint to be presented to Parks and Rec along with proposal*
- Find out information about insurance and security for the festival*

-Additional ideas for summer activities in the park include movies in the park and/or a summer concert series

Montclair Village - EVENTS FOR 2010:

- 1) Farmer's Market – Every Sunday, 9 am - 1 pm (ongoing)
- 2) Easter Egg Hunt (Lions Club) – April 4, 9 - 10 am (complete 2010)
- 3) Restaurant Walk (Lion's Club) – April 20, 6 - 8:30 pm (complete 2010)
- 4) Pet Mayor Contest – May 3 - June 20, 1 pm
- 5) Pacific Fine Arts Festival – June 25,26,27, 10 am - 6 pm
- 6) Pacific Fine Arts Fest – October 2,3, 10 am - 6 pm
- 7) Montclair Family Fun Festival – October 17 (our BIG day)!
- 8) Halloween Parade (Lions Club) – October 29, 3 - 5 pm
- 9) Holiday Stroll – December 2, 6 - 8:30 pm