



## **MVA Promotions Team Meeting Minutes: June 30, 2010**

**Upcoming Meeting Dates: July 21<sup>st</sup>, 6:15 – 7:15**

**August 11<sup>th</sup>, 6:15 – 7:15**

**September 15<sup>th</sup>, 6:15 – 7:15**

**October 13<sup>th</sup>, 6:15 - 7:15**

Present: Lee Richter, Eric Reynolds, Paula Welsh, Liza Sonia Wallach, Fred Githler, Suzie Rudloff, Michelle Berger, Sandy Little

### **Montclair Village Family Fun Festival**

- Festival Groups:
  1. Arts & Crafts/Vendors – Lee, Eric Theresa H., Sandy
  2. Wellness Education/Vendors – Christine B., Blake L.
  3. Music – Eric Reynolds (all spots for musicians are filled)
  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)
- Sponsorship – Aaron Brown and the Promotions team
- Web 2.0 – Lee Richter, Suzie Rudloff, Fred Githler, Eric Reynolds
- Volunteers – Lee, Eric, Sandy, Tim Gardner

*-Sandy to update the “How To Participate” in the festival document. Add products, services, volunteers, cash and prizes.*

*-Mark Zinns confirmed use of the tennis courts for the festival*

*-Lee and Eric proposed that we use the tennis courts as a VIP gaming area.*

*-Suzie to work on putting the festival Facebook page back up and work with Lee to create guidelines for posting on the page*

*-Ideas for festival:*

- 1) *Pizza Toss*
- 2) *Invite Italian Colors to participate*
- 3) *Invite Wheels of Justice to participate*
- 4) *Incorporate Farmer’s Market musicians into the festival*

- Eric to meet with Parks & Recreation on July 14<sup>th</sup> to present proposal for approval of the festival. Co-sponsorship will also be discussed.

*-Eric to set up meeting with the Guardian Angels about security. We plan to have 40 security guards for the festival.*

- Vendor Fees:
  - Early Registration \$150 (deadline August 1<sup>st</sup>)
  - Regular Registration \$175 (deadline September 1<sup>st</sup>)
  - Late Registration \$200 (deadline October 1<sup>st</sup>)
  
- Food Vendor Fees:
  - Early Registration \$250 (deadline July 30<sup>th</sup>)
  - Regular Registration \$265 (deadline September 1<sup>st</sup>)
  - Late Registration \$275 (deadline October 1<sup>st</sup>)
  
- Montclair Village Association Merchant Fees:
  - Registration \$150 (deadline August 31<sup>st</sup>)

*-Village merchants to get booth priority*
  
- Local non-profit organizations that will benefit from the festival
  - Parks and Recreation, P&WF, Montclair School, MVA

*-Montclair School informed Eric that they already receive a large amount of donations from the PTA.*

*-Paula Welsh suggested we donate that percentage of money to the Khadafy Foundation instead and the MVA Promotions Team agreed*

**MVA Promotions Projects:**

- Welcome Packets – Hana Levin, Aaron Brown, Liza Wallach, Teresa Bozikis
- Welcome Packet to be delivered to Yogafina Thursday, July 1st*

**UP NEXT:**

- Obtaining approval from Parks and Recreations
  - SPONSORSHIP
  - Volunteers
- List of sponsors to contact by the MVA Promotions Team Member to be emailed. Sandy to follow up with team members one week later.*