



MVA Promotions Team Meeting Agenda: July 21, 2010
Upcoming Meeting Dates: Aug 11, Sept 15, & Oct 13 from 6:15 – 7:15 pm

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 – Lee Richter, Aaron Brown and the Promotions team
- Web 2.0 – Lee Richter, Suzie Rudloff, Fred Githler, Eric Reynolds
- Volunteers – Lee Richter, Eric, Sandy, Tim Gardner
- Suggestion that Aaron Brown should head up the volunteers*
- Ideas of virtuosos performing during the festival and in VIP areas*
- Teen competitions to be held in the tennis courts*
- Health and Well-Being area will be located in front of the Recreation Center*

- Eric to discuss festival updates and viral campaigning
- Festival posters are almost complete*
- News Release to go out within the next two weeks*
- Festival map has been created and finalized*

- Sponsorship
- Group to meet in Wednesday, July 28th to visit Montclair Village Merchants encouraging their participation in the festival*
- List of sponsor contacts to be emailed to MVA Promotions members that signed up*
- Sandy to follow-up with team members on sponsors the following week*
- Larger sponsors such as Kaiser, Target, and Comcast will be contacted and asked to participate in the festival*

- Vendor Fees:
 - Early Registration \$150 (deadline August 15th)
 - Regular Registration \$175 (deadline September 15th)
 - Late Registration \$200 (deadline October 1st)

- Food Vendor Fees:
 - Early Registration \$250 (deadline 15th)
 - Regular Registration \$265 (deadline September 15th)
 - Late Registration \$275 (deadline October 1st)

- Montclair Village Association Merchant Fees: Registration \$150 (deadline August 31st)

-Montclair Village Merchants will be urged to sign up by August 15th to receive the set \$150 booth fee, however, applications will be accepted if space available up until August 31st

- General and food vendor registration forms will be on the festival website Friday, July 23rd
- Local non-profit organizations that will benefit from the festival
 - Parks and Recreation, MVA, Khadafy Foundation for Violence in Oakland

UP NEXT:

- Contacting Sponsors
- Promoting Festival and News Release
- Volunteers
- VIP Adult Parties