

MVA Promotions Team Meeting Agenda: August 11, 2010

Upcoming Meeting Dates: 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, Fred Githler, Eric Reynolds

-Volunteers – Lee Richter, Eric, Sandy, Tim Gardner

Discuss festival updates

- Teresa B. suggested we have a graffiti artist create the banners for the festival and use donated spray paints
- ❖ Sandy to prepare a list of free items that could be used in the festival for Liza Sonia Wallach
- ❖ Sandy to add restaurant participation to the “How to Participate” document
- ❖ Team members made aware of festival Facebook page and agreed to comment on post and promote page
- ❖ Team members agreed that a photo booth would be a good fit for the festival
- Volunteer – Brainstorm: need day before and day of festival volunteer positions and timeslots
- ❖ Liza Sonia Wallach volunteered to find food and beverage donations for festival volunteers

- ❖ Agreed that the festival will need 40 volunteers the day of the festival
- ❖ Discussed different volunteer position (setup, clean up, directing, concierge, security) and Sandy to finalize positions with Eric
 - Eric is currently working on lowering the budget
- Festival posters have been printed and are being distributed throughout the Village
 - Postcards to be printed on Monday, August 16th
- ❖ Festival postcards to be distributed next week
- Sign up to help promote the festival and contact sponsors
 - ❖ Team members signed up to continue contacting Village merchants, promote festival and distribute posters/postcards in Montclair and surrounding areas
- Sponsorship:
 - Village merchants and potential sponsors are being contacted
 - Follow-ups will begin on Monday, August 12, 2010
 - ❖ Discussed potential sponsors to contact: Calistoga, Coke, Pepsi, Fenton's, Pixar, Dreyer's
- Festival Security
 - Eric is contacting the MVA security guard and his team about security for the festival
 - ❖ Security options were discussed
 - ❖ Sandy and Eric to research different security options
- Local non-profit organizations that will benefit from the festival
 - Parks and Recreation, MVA, Khadafy Foundation for Violence in Oakland

UP NEXT

- Sponsor follow-up
- Promoting Festival

- News Release Creation and Distribution
- Security – who and how much
- Volunteers – volunteer coordinator and volunteers needed