

Marketing Committee Meeting

Thursday, August 28, 2025 – 8:45 am

Zoom link:

<https://us05web.zoom.us/j/85664471902?pwd=nJvi9dzuZtRIhnyv5K7vqNQoyI6uVX.1>

AGENDA

- **Merchandise** ~ More t-shirts have been requested. I need approval for how many or each size and I will order some.
Any other merch ideas?
- **Relaunching newsletters:** Monthly or Quarterly
- **Social media Strategy**
- **Instagram account @shopmontrose**
Verify the account (\$30 approximately a month, maybe more if it's connected to a Facebook account as well) to appear more professional to the community?
-More insights on how our social media is performing. Are we growing in followers? Engagements? What contents work?
- **How to Attract new businesses**
- **How to attract more foot traffic to Montrose**
- **New Trash cans**
Are we going to keep waiting years for the City, or are we taking matters into our own hands and spend the money to improve the Shopping Park? pros and cons.
- **Promote Montrose Shopping Park** during the holidays to reach shoppers thru Spectrum News 1, Hallmark and ESPN
- **Summer Block Party or Arts event**
- **Police phone number Directory**
- **Public restroom Brainstorming**