

SPECIAL MEETING
of the
MSPA MARKETING COMMITTEE


THURSDAY, JANUARY 8, 2015 at 5:30PM

Copy Network – 3600 Ocean View Blvd. #9, Montrose, CA

MEETING AGENDA:

NOTE: Attendees other than Committee members may address the Committee regarding any agenda item or generally in areas pertinent to the purpose of the Marketing Committee. Comments may be limited to 3 to 5 minutes at the discretion of the Committee chair.

BUSINESS AGENDA:

- Valentine’s Day – February 14th:
 - Straw bale vignettes with Valentines life sized cut-outs for photo ops
 - White tree lights to remain on throughout MSP
 - Flower carts with free roses given out to the ladies on Saturday 2/14
- Pole Banners:
 - “I  MONTROSE” pole banners with web site tag to replace Xmas banners from January through Mother’s Day; design to be approved by Committee
- Founders Day – February 22nd (weather permitting):
 - Location: 2200 block Honolulu Ave. from Verdugo to Ocean View
 - Concurrent with Harvest Market in 2300 block
 - Street closures: Honolulu Ave. from Verdugo to Wickham Way
 - Theme: Rancho-Style Outdoor BBQ to mimic the original land sale – elements to include:
 - ✓ Spit-roasted beef (Gelsinger’s)
 - ✓ Mexican sides: beans, rice, enchiladas, etc. (Joselito’s, Pepe’s ?)
 - ✓ Beer & wine garden (fenced) with dining area (Gelsinger’s)
 - ✓ Mariachi band strolling
 - ✓ Western dancing: professionally called square and line dancing (Grayson’s, Revolution Dance Center?)
 - ✓ Photo Spots with straw bales and themed cut-outs

- ✓ History Walk (with Robert Newcombe) unveiling new brass MSP history plaques
- ✓ City officials invited for Awards Ceremony: Montrose Founders Award (1 - TBD), Community Service Award (1 - Prom Plus?), Business Achievement Award (2 - 3 TBD)
- ✓ 102nd Montrose Birthday Cake for Everyone (Home Bakery)

Meeting is scheduled for approximately 90 minutes.

MSPA Marketing Committee:

Andre Ordubegian - chair

GiGi Garcia, Mary Dawson, Kim Kelly – committee members

Staff: Dale Dawson, Steve Pierce