

Minutes: Marketing Committee Meeting February 19, 2020

Copy Network-3600 Ocean View Blvd. #9 Montrose

MSPA President Andre Ordubegian called the meeting to order at 8:31 am

Committee Members & Guests in Attendance:

Andre Ordubegian (Copy Network); Kim Kelly (Merle Norman); Jessica Palacios (Once Upon A Time); Meeky Chon (Kulhaus); Patti Cook_(Allure Salon); Victoria Malone (MVCCC), Dale Dawson (Events Coordinator); Cherry Bustamante (Roam.e); Jackie Sales (CoG); John Bandek (CoG); Ken Grayson (Grayson's Tune Town).

Committee Agenda:

Dale Dawson (MSPA Events Coordinator) reviewed upcoming events:

- April 18th Spring Wine Walk is coming along with 16 pouring stations so far. LC Womans Club will again co-sponsor. Ticket sales planning for 400-500.
- May 3rd Kids & Kritters: Participants confirmed; First Responders TBC.
- June 6-7 Arts and Crafts Festival: so far, 138 paid vendors, 38 additional juried; 176 total booked.; goal is 250.
- July 5th Car Show: new car show wrangler is Tom King.

The new Montrose brochures were discussed. John Bandek (CoG Marketing) made suggestions. More will be printed for Wine Walk.

Next Marketing Committee Meeting: need to revisit previously discussed Summer events.

Invited Guests:

- Victoria Malone updated plans for the Montrose Brewfest and announced the *That's Darling* ribbon cutting on Sat 2/22 at 12:00 pm.
- John Banek (CoG Marketing) explained the "Choose Glendale" program. Recommended use of hashtags #chooseglendale, #montrosemondays and #shop-montrose on all posts.
- Ken Grayson proposed a promotional idea.

The meeting was adjourned at 9:30 am.