

SPECIAL MEETING
of the
MSPA MARKETING COMMITTEE

TUESDAY, NOVEMBER 11, 2014 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:

- *Old Town Christmas* review:
 - ✓ White Friday 11/28: format, advertising, merchant tie-ins
 - ✓ Small Business Saturday 11/29
- Encouraging merchants to decorate seasonally
- Christmas Advertising review
- CVW advertising review
- Valentines 2015
- Founders Day 2015
- Direct Mail discussion

Meeting is scheduled for approximately ninety minutes.

MSPA Marketing Committee:

Andre Ordubegian - chair

GiGi Garcia, Mary Dawson, Kim Kelly – committee members

Staff in Attendance: Dale Dawson, Steve Pierce