

**MEETING**  
of the  
**MSPA MARKETING COMMITTEE**

**TUESDAY, JANUARY 9, 2018 at 8:30AM**  
**MSPA HQ - 3808 Ocean View Blvd., Montrose**

**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.

**Invited Guests:**

- Matthew Castaneda – Publisher, *n2 Publishing*
- Chris Boghosian – Social Media

**BUSINESS AGENDA:**

- Valentine’s Day – February 10<sup>th</sup>
- Spring Wine Walk – March 10<sup>th</sup>
- Wags & Whiskers/Kids N Kritters Day – May 6<sup>th</sup>
  - rebranding “Montrose Village”
- Merchant Appreciation Event
- Merchant Socials
- Social Media
- "Locks of Love" promotion
- Holiday Hats promotional ideas

Meeting is scheduled for 90 minutes.

**MSPA Marketing Committee:** GiGi Garcia – chair

Andre Ordubegian/Jeannie Bone (alternating)

Kim Kelly/Kristina Evans (alternating)

Mary Dawson, Patti Cook, Melinda Clarke

Invited Contractors: Dale Dawson, Steve Pierce