

SPECIAL MEETING
of the
MSPA MARKETING COMMITTEE


THURSDAY, MAY 14, 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:

- Pole Banners:
 - “I  MONTROSE” pole banners to be replaced with US Flag patriotic banners through July
- Patriotic Street décor & pole wrapping: budget TY \$5000.
- Friday Night Shop & Dine Activities:
 - Location: 2200-2300-2400 Honolulu Ave.
 - Timing: 5pm – 8pm or 5:30pm to 8:30 pm
 - Original dates LY: June 13th thru Aug 29th - Cost LY: \$6600 musical groups; \$1500 advertising (GNP special)
 - Extended dates LY: Sept. 5th thru Oct. 31st - Cost LY: \$5700 music
 - TOTAL COST LY: \$16,500.
 - Budget available TY: \$10,275. remaining
- Rocky Cola Window treatments
- Nostalgic Wayfinding Signs discussion continues
- Outdoor Literature Box discussion continues
- New Ideas

Meeting is scheduled for approximately 60 minutes.

MSPA Marketing Committee:

Andre Ordubegian - chair

GiGi Garcia, Mary Dawson, Kim Kelly – committee members

Staff: Dale Dawson, Steve Pierce