

SPECIAL MEETING
of the
MSPA MARKETING COMMITTEE

THURSDAY, MAY 28, 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:

- Patriotic Street pole wrapping update: large 23” RWB bows to be added by next week
- Friday Night Shop & Dine Activities:
 - Location: 2200-2300-2400 Honolulu Ave.
 - Timing: 5pm – 8pm
 - Dates: June 12th thru October 2nd - Cost: \$10,200 musical groups
 - June Confirmed: 6/12, 6/19, 6/26 – “Doo-Rag Ragtime” (strolling); Mark Towns Flamenco Jazz (stationary).
 - Budget available TY: \$10,275.
 - Added Advertising: once per month June-July-August-Sept.
 - Ad costs: GNP ½ p. color \$391. each (reg. \$600.) = \$1564.
CVW ½ p. color \$500. (**no special as yet**) = \$2000.
Budget to be moved from Seasonal Décor/Patriotic.
 - Follow-Up needed:
 - ❖ MSP Merchants staying open later on Fridays to be solicited and featured in advertising
 - ❖ Tie-in for participating businesses: customers to collect “stars” from MSP businesses for a chance to win MSP Scrip weekly
 - ❖ Social media tie-in
- Rocky Cola Window treatments update
- Outdoor Literature Box format to be finalized

Meeting is scheduled for approximately 45 minutes.

MSPA Marketing Committee:

Andre Ordubegian - chair

GiGi Garcia, Mary Dawson, Kim Kelly – committee members

Staff: Dale Dawson, Steve Pierce