



AGENDA

Promotional Committee

Monday, September 20, 2010 – 9:00a.m.

TAVA Office, 353 Third Avenue

Karen Witherspoon, Committee Chair (619) 322-1166

Margaret Martina, Committee Co Chair (619) 585-9650

Karen Witherspoon: _____

Robert Naranjo: _____

Ana Maria Rico: _____

Margaret Martina: _____

Betsy Keller: _____

Others:

Minutes by:

Call meeting to order:

Meeting adjourned:

ACTION ITEMS:

1. Approve and excuse absent members of Committee
2. Approve August 16th Minutes of Promotional Committee
3. Discuss and provide support to the Design Committee in promoting the Centennial Geranium.
4. Discuss and provide information on “*My Hometown*” Community Magazine and using it to promote Third Avenue Village Dining and Entertainment.
5. Discuss and provide direction to staff regarding TAVA business “Welcome Package”.
(See example)
6. Consider and recommend TAVA’s participation with City of Chula Vista Centennial Program on October 16, 2011.

INFORMATIONAL OR ONGOING ITEMS:

1. Need new members for Promotional Committee [two vacant seats]
2. Update on the Taste of Third Avenue & Art Walk
3. Update on the TAVA promotional calendar magnets
4. Lemon Festival review and of vendor evaluations
5. Update on Broker Open House event.
6. Update on SignOnSanDiego and UT ads
7. Update on Ad for Chula Vista Chamber (See attachment)
8. Update on Dog Friendly Program

OTHER BUSINESS AND COMMUNICATIONS:

1. Staff comments
2. Member comments
3. Public comments

DATES FOR REMEMBER:

1. Farmers Market every Thursday from 3 p.m.-7 p.m. (extended hours!)
2. Taste of Third Avenue and Art Walk, September 23 from 4 p.m. to 8 p.m.
3. TASMP monthly meeting, last Thursday of each month from 4 p.m. to 6 p.m.