

## April 10, 2012 Promotions & Events Committee Report

Submitted by: Nancy Rice

Willow Glen Business Association

### Promotions and Events Meeting on March 21, 2012 - Minutes

#### Attendees:

Jess Gutierrez, Stacy Scott, Richard Zappelli, Lisa Morris, Kelly Osborn (WG Elementary PTA), Sheri McGuire (Alchemy), Linda Ruiz, Jeff Ritcher, Matt (San Jose State University Athletic Department), Mimi Braatz, Lynne Rovai, Robyn Levine, Sam Garcia, Emily Highley

- Founder's Day - Sheri McGuire would like to help on the Committee
- Strategic Marketing Committee (SMC) - Valerie Evans is Chairperson of this Committee. SMC funds events organized by the Promotions and Events Committee. SMC supports on-going corporate marketing for the WG Business District.
- Willow Glen Elementary 3<sup>rd</sup> Annual 5K Walk will be held on May 12<sup>th</sup> at 9am. They have raised \$10,000 more this year for the event. It is estimated that there will be 2,200 participants. Lincoln Avenue will be closed from 9-10am for the runners. Closure includes from Minnesota to Meredith. The event is now "certified" and they are currently creating posters and banners to promote the event and subsequent festival with will run from approximately 10-11am. Participants are expected to overflow onto the Avenue following the festivities. WGBA has agreed to purchase a booth at the festival and be a stage sponsor. The sponsorship benefits include our logo on their event T-shirts and promotional postcard. The stage will include a band and musical performances. The sponsorship will cost WGBA \$750. Emily is working with Kelly and Leanna at WG Elementary to coordinate our involvement. It was suggested that we distribute WG Downtown Directory flyers at our booth.
- Earth Day is April 22<sup>nd</sup> – Stacy has graphics and an ad from two years ago that she is willing to let us use. Prior Earth Day activities included passing out seeds that contained prizes. A tri-fold handout was created and included a "Green Shopping Guide". There was also Earth Day faire. Emily Highley is working on "Willow Glen Pride" which is being organized by the "Our Avenue" Committee (Beautification of downtown). It was suggested that we announce a yearlong campaign this year that would culminate in a larger event in 2013. This year we might want to do an advertorial with the message "Think Green" and/or "Walk to the Avenue". Consider a large banner spanning the width of Lincoln Ave. Mimi Braatz will Chair this effort.
- Mom's Day Out will be held on May 12<sup>th</sup> from 12pm-3pm. Robyn Levine is Chair of this event and is coordinating the activities. They are considering creating a banner and using the website and Facebook to promote the event. Possibly create a logo that could be added to the WG Elem 5K T-shirt promoting the next event for people to be watching for in downtown WG was suggested (i.e., one event piggybacks off the next). Passing out carnations to the Mom's during the event might add a nice touch.
- DOTA – It was suggested that we try to incorporate promoting the downtown businesses in our DOTA branding and advertising. During DOTA promote the "Summer Sidewalk Sale" that occurs in July. Again, the idea that during each monthly event, we promote the next month's event.

#### 2012 Calendar of Events Recap:

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|-----------|---|
| April     | "Earth Day", April 22nd   |
| May       | "Mom's Day Out", May 12th   |
| June      | "Dancin' on the Avenue", June 23rd  |
| July      | "Summer Sidewalk Sale" (and possibly Ladies Night Out?)   |
| August    | "Wine Walk" (8/24 or 8/2 or 8/9?)   |
| September | "Founder's Day" Light – promoting larger Founder's Day event in 2013 (Historic tours, banners etc.) |
| October   | "Halloween" ( WGBA) and "Safe Routes to School" (WGNA)  |
| November  | "Small Business Saturday" (Saturday after Thanksgiving, 11/24)                                      |
| December  | "Holiday" (Need to confirm if the WG Elem tree-lighting ceremony is on the first Thursday in Dec)   |

Written plans were requested for each event.

Budget needed from Robyn for "Mom's Day Out" by 3/30/12.