

H.AVE Meeting November 12<sup>th</sup> , 2009

Attendees:

Blair, Karen Boyd Christine B., Rex and Angie, Linda, Paul M., Mario Como, Rick S. Kevin Demers, Geri H.

Blair brought the meeting to order and the first agenda item discussed was Advertising for H.ave,..

Ads \$152.00 for a half page

The Boyd's offered catch phrase of "We drop you Shop"  
Ideas of how to get the residents to KNOW about the H.ave Cards

Do a group ad in the C&G papers...explain the cards and program again  
Coupon.give away ad possibly a hard glossing card for residents to keep  
Also NON-residents ... explain you do not have to live here to get the discounts SCS the place to shop!!!

Maybe advertise in Macomb Daily or GP News

Have residents get their favorite business to join !!!

Christine is adamant that we use the correct FONT ( city is relinquishing everything but trade mark)" why are we still paying Christine" she says she is the "POLICE of the H.ave LOGO and we better watch the restrictions! She says she is to protect the tag line ....

Angie from Deezers to get me all the email addresses for Merchants in program

Get a current list of merchants and have all of them keep a list on their counters for customers to take

Presently it costs .18 cents to ck someone's balance and deezers is working on an easier display

THERE is \$6000 out on cards (rewards) not used ... possibly advertise "USE YOUR REWARDS NOW" shop shop shop

Next meeting January 7<sup>th</sup>  
Gilberts Pro Hardware 6:15pm

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