

**Sub-Committee Name: MARKETING & BRANDING**

**Meeting Date:** September 13, 2006

**Sub-committee Coordinators:**

**Volunteers:**

Robyn Bell, Cambridge Office of Tourism  
 Katarina Dervisevic, BAAK Gallery  
 Denise Jillson & Robin Lapidus, Harvard Square Business Association  
 Jeremy Thompson, American Repertory Theater  
 Yale & Edward Turner, Vision House  
 Karen Kelly, Cambridge Local First & Cambridge Artist's Cooperative

				NOTES
Encourage more positive press for Harvard Square	Collect testimonials and other stories to share with public and mainstream media	HSBA Publicity Committee	Denise Jillson, Robin Lapidus, Merchants	
	Get Greater Boston Visitor's Bureau to cover more H. Sq. events	Cambridge Office for Tourism Contacts of Robyn Bell and Mary Catherine Diebold's contacts	Robyn Bell	
	Create Volunteer Press Ambassadors' job description and have them do pre-press for events; attend events and post-press for publication	Ask Cindy Kuppens – O'Brien Management  HSBA Publicity Committee		Should have 2 Ambassadors. Maybe good project for student interns interested in media/journalism
	Publicize major events, i.e., Cambridge Reads, River Sing, October Feast	HSBA Publicity Committee	HSBA Publicity Committee	Advertising has begun for Fall HSBA programs including River Sing, Oct. Feast, Cambridge Reads
Initiate projects that in themselves brand Harvard Square a special place	Establish Harvard Square as a wireless hotspot	HSBA, Cambridge IT (MIS) Dept., City Telecommunication Committee	Henrietta Davis, Denise Jillson, Mary Hart	Property owners have already been meeting with City's IT staff to discuss placement of wireless equipment
	Research ways to provide increased customer service to locals and visitors, such as Berkeley Guides Program	EDD, HSBA, Cambridge Office of Tourism	Estella Johnson, Sarah Rahman	
Market Harvard Square merchants at various events occurring in and around the Square	Develop a coupon book with offers from Harvard Square merchants that can easily be distributed at events	Hahvahd Tours	Unofficial Tours, Inc. (Hahvahd Tours) – Jordan James, 617-460-1392 Jennifer Popack, 201-452-2763 jenn@unofficialtours.com	Hahvahd Tours puts together a coupon book to distribute in the Square to their customers and any other visitors that look like shoppers. They had great distribution in the summer with a small book and are looking to expand it.