

Promote WPB Committee
Minutes
11/10/2017

In attendance: Rebecca Dohe (chair), Elaine Coorens, Michael Ashkenasi (SSA Program Specialist), Hans Kumler (SSA Program Specialist), Pamela Maass (Exec. Director)

1. Community Grants – no new applications. HK will review grant applications and final reports in December and committee will begin evaluating grant recipients based on estimated profits vs. actual for future consideration.
2. Neighborhood Guide—HK will put RFP together for release in December/early January. Committee discussed offering neighborhood guides in “paper stands” throughout the neighborhood for people to pick up on the street. RD and EC thought this was a bad idea and would contribute to litter and vandalism in neighborhood. RD suggested possibility of including neighborhood guides with wayfinding kiosks once project is completed.
3. Annual Report—HK will put RFP together for Annual Report together for release in December/early January in conjunction with Neighborhood Guide RFP. Committee members stressed importance of planning for Annual Report release in April 2018. MA suggested we reduce the initial print run based on the amount of extra copies we ended up with in 2017.
4. Orange Gnome Project (girl gnomes)—HK will look into costs and designs for girl gnomes. Committee members would like to coordinate release of new gnomes with clean and green committee project launch. Will put in Clean and Green meeting agenda to determine project. HK will be sure to coordinate with Silverman once a project has been determined to launch in conjunction with new gnomes.
5. Holiday banners—up as of this month.
6. Holiday lighting at Polish Triangle—once completed, HK will arrange for Grace (project-based photographer) to take photos and video of lighting/deco. EC suggested any video be uploaded to YouTube.
7. Holiday lighting at the 606 / Damen – 3 colors for lighting are red, green, and white. MA updated status of permit (not yet approved) but should be coming shortly. MA will confirm whether light display will be visible on both sides of 606. HK will reach out to EC when lights are up for press.
8. Branding refresh – Gina was not able to make meeting due to illness, but dropped off copies of 1st draft logo concepts for review. Committee reviewed concepts and determined elements to keep for 2nd draft. MA will arrange for conference call between Gina and committee members to discuss 2nd draft concepts, tentative date set for Friday 11/17 9am.