

Promote WPB Committee
Minutes
February 3, 2017

In attendance: Rebecca Dohe (chair), Elaine Coorens, Pamela Maass (executive director), Jessica Wobbekind (managing director), Michael Ashkenasi (program specialist), Erin Cigliano (teska)

1. Erin Cigliano, Teska and annual report designer, met with the committee and discussed our design ideals. Thoughts included
 - a. The report looks best with “high impact shots”; fewer, bigger photos rather than too many, smaller photos.
 - b. How to depict the budget
 - c. Stick to a simple color scheme of blue and orange and possibly branch out next year
 - d. Prefer a streamlined, simple report
 - e. Possibly a spread in the middle with the gnomes and trees as a big project for the year that crossed over committees

2. The committee discussed the CIMM Fest grant application. It was received too late for the committee to review, it will be reviewed at the next committee meeting.

3. The committee discussed the neighborhood guide proposals
 - a. The committee has further questions for WHERE magazine before a decision can be made, JW will get answers to the questions and the committee will discuss via email before the Executive Committee meeting
 - i. Questions for WHERE-
 1. Can the heavier stock paper be placed in the center as a pull-out map instead of for the cover?
 2. Can the whole guide be 16 pages?
 3. We would like to control how the “Wicker Park Bucktown” looks in the upper right corner of the cover.