

WPB Guide Development Committee
Minutes
July 10, 2017

In attendance: Marcy Huttas, Michael Lofton, John Paige, Brent Norsman, Jessica Wobbekind (Managing Director), Michael Ashkenasi (SSA Program Specialist)

1. Market Study printed pamphlet
 - a. JW – The G.D. Committee and the Chamber’s Marketing Committee are partnering on this printed piece.
 - b. Discussion over whether to use Teska for the design. Agreed, although most of pages 2-3 in the original printed piece are okay, so ask Teska to focus their efforts mainly on redoing pages 1 and 4. No need for heavy printing, these will be targeted distributions.
 - c. Discussion over whether to host the breakfast for commercial realtors before or after the printed piece. Agreed to host the breakfast after the piece is ready for distribution.

2. District Safety Rebate program and District Security Rebate program
 - a. Two applications for the Safety Rebate program have been completed so far this year, with a few other ones in process. There have been zero applications for the District Security program, despite this appearing in DNA Info, on the Chamber’s weekly newsletter for a few months, etc.
 - b. MH – we should focus on getting the information out door-to-door. Agreed, and MA and the summer intern will be doing this over the next several weeks.

3. Safety Enhancements flyer
 - a. These will be distributed while MA and the summer intern go door-to-door to properties within the SSA boundaries
 - b. Postcard “handouts” for the public will need to wait until August, because we need design done and Debbie is too busy with Wicker Park Fest at the moment