

Promote WPB Committee
Minutes
July 13, 2017

In attendance: Rebecca Dohe (chair), Elaine Coorens, Jessica Wobbekind (managing director), Michael Ashkenasi (ssa program specialist), Pamela Maass and Debbie Rinella – during discussion of grant

1. The committee reviewed the WPBCC sidewalk sale grant application
 - a. PM and DR described the event and answered questions from the committee- it is free for all businesses to participate, there will be “enhancements” for neighbors. RD asks about the plan for marketing, banners will go at all of the tabling events.

Motion 1: to approve the funding of the Wicker Park Bucktown Chamber of Commerce Rack & Roll Sidewalk Sale to take place August 26 & 27, 2017 in an amount not to exceed \$3,245 from line item 1.10 (community grants).

EC motions, RD 2nds, all in favor

2. The committee reviewed the branding refresh proposals
 - a. The committee has some additional questions to follow-up on before making a decision but would like to be able to move forward with this project before September.

Motion 2: to approve funding for a branding refresh and logo redevelopment in an amount not to exceed \$12,000 from line item 4.07 (Branding Study).

RD motions, EC 2nd, all in favor

Motion 3: to move \$12,000 from line item 2.08 (sidewalk maintenance) to line item 4.07 (branding study).

RD motions, EC 2nds, all in favor

3. The committee discussed the Wicker Buck- it should be put on hold until the Wicker Tree installation is complete.
4. The committee discussed the daffodil project- there is no action on this project at this time.
5. The committee discussed the holiday lighting project- JW will reach out to the 606 to find out if there is an opportunity to light overpasses or areas of the 606. It would be great to tie it in to the walk of light.
6. The committee discussed on-going project updates
 - a. A second order of the reusable bags was placed
 - b. The banners are in process