

Promote WPB Committee
Minutes
9/7/17

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

1. The committee reviewed the rebranding proposals

Motion to approve Gina Murphy as the selected designer for an SSA brand refresh.
EC moves, RD 2nds, all in favor

2. PM gives a report in the Sidewalk Sale
 - a. All businesses surveyed replied that they would participate again
 - b. There was a fashion show at Metzger Court, the stage was donated by Michelle Gomez
 - c. RD suggestion- be aware of the Bucktown Arts Fest, did it help attract customers or pull people away?
 - d. A photographer was hired to take shots of the exterior of each participating business. These were shared with the businesses as a thank you for participating.
3. The committee reviewed the Chillfest grant application
 - a. PM details the plans for the event.
 - b. RD asks- if you receive more sponsorship, will you expand the number of venues?
Answer- yes.
 - c. Davids Teas came in as a Damen Ave sponsor

Motion 1: to approve the funding of the 2017 Chillfest event to take place November 25 in an amount not to exceed \$1,330 from line item 1.10 (community grants).

4. Holiday Lighting, expand to the 606, Damen Avenue Arts Plaza, JW will put out an RFP.
5. Orange Gnome Project planning for 2018- to change it up, maybe we could do girl gnomes.