

Guide Development Committee

Tuesday, October 9th, 2018 - 8am-9am

Goddess & The Grocer - 1649 N Damen Ave

In Attendance: Brent Norsman (Chair), Marcy Huttas (Chair), Nicole Miller (Voting member), Pamela Maass (Chamber Executive Director), Alice Howe (SSA Program Specialist)

1. Ambassador Update
 - a) An email check in was sent to participants to update them on their latest rebates and how much more they can earn from walks
 - b) Weekly walks will be suggested in emails moving forward
2. Revision for applications
 - a) SSA staff is moving towards simplifying current rebate applications to have more synchronism and to eventually be available as an online form.
3. Window Works update
 - a) AH will talk with Chamber graphic designer to create decal for participating businesses
 - b) Add LED lighting to be provided maybe by artists through the night
 - c) Mass email neighborhood brokers to discuss this program
 - d) Brokers should be SSA staff main point of contact for this program
4. New marketing campaign for the holiday season
 - a) Highlight all of the unique businesses, both small and locally owned, the larger corporations and restaurants
 - b) These campaigns will target billboards next to the Blue Line stops

Motion 1: To approve spending not to exceed \$10,000 for graphics, billboard and marketing for a new campaign to target billboards near Blue Line stops to highlight Wicker Park and Bucktown shopping and restaurants. (18-1001).

BN motions. NM seconds. All in favor. Motion passes.