

Guide Development Committee Minutes

Tuesday, November 13, 2018 8:10-9:15 am

Goddess & the Grocer – 1649 N Damen Ave

In attendance: Brent Norsman (Chair), Nicole Plecas (voting member), John Paige (voting member), Alice Howe (SSA Program Specialist), Garrett Karp (SSA Program Manager)

1. “Get Off” campaign
 - a. We will send in the last revisions – new neon font, centering “in” and removing all but one snowflake.
 - b. The committee would like to add an interactive map/directory onto GetoffinWPB.com
 - c. SSA will work with Transit Tee’s to produce map and inventory that can be updated by staff in the future
 - d. NP suggests SSA look into “Local area retail maps” on broker’s websites
2. “Window Works” Program
 - a. NP is looking into the former Wicker Park Tavern building for activation
 - b. SSA will move forward with installing the first window at Rebecca’s storefront on N. Damen Ave.
 - c. SSA will work to finalize signage to mirror the art plaques
 - d. AH will send out program packages to the committee
3. Rebate revisions
 - a. SSA will look into details on spending discretions of staff
 - b. Moving forward, staff will provide a summary of monthly rebate applications
 - i. Committee will motion on application that are above \$1,000

Motion 1: BN motions to fund \$2,500 from line item 1.09 (PR/Media Relations) for Transit Tee’s to produce an inventory/directory for the GetOffinWPB.com website. (18-1105)

JP seconds. All in favor. Motion passes.