

## Promote Committee Minutes

April 4<sup>th</sup>, 2019 8:40 – 9:30 AM

Wicker Park Bucktown Chamber of Commerce – 1414 N. Ashland Ave.

*In attendance: Rebecca Dohe (Committee Chair), Elaine Coorens (Voting member), Fernando Moreno (Voting member), David Ginople (SSA Commission Chair)*

*Staff: Alice Howe (Program Specialist), Garrett Karp (Program Manager)*

### 1. Grant Applications

**Motion 1:** The committee moves to approve funding not to exceed \$422.00 from line item 1.10 (**community grants**) for Quimby's Bookstore to host the Chicago Zine Fest. (19-0405)

EC Motions, FM Seconds. All in favor. **Motion passes.**

**Motion 2:** The committee moves to approve funding not to exceed \$1,475.00 from line item 1.10 (**community grants**) from The Polish Triangle Coalition's "Tuesday's at the Triangle" to begin in June. (19-0404)

DG motions. RD Seconds. FM, DG, RD in favor. EC Abstains. **Motion passes.**

### 2. Final draft of 2018 Annual Report

- a. The committee reviewed the final draft and gave their final feedback and edits to the staff

### 3. Illuminight / Holiday Lighting updates

- a. Promote Committee has been given full responsibility of holiday decorations and lights
- b. DG would like to review the original HAP contract to ensure we do not own the snowflakes
- c. Illuminight will be providing staff with an updated quote for The Polish Triangle lights
  - i. This new quote will include lights that can be programmed for different season or remain white
  - ii. The committee recommends that the Executive Committee approve up to \$22,000 for Illuminight to install lights to remain up year-round
- d. Staff have posted a new holiday decoration RFP (deadline April 26)
  - i. Submissions will be reviewed at next month's meeting

### 4. WPB Arts Guide visibility

- a. The committee would like to see the Arts Guide shared in more spaces and more accessible on the SSA website
  - i. EC would like to post on Our Urban Times website

### 5. Neighborhood/Business Marketing

- a. RD presented two marketing ideas to the committee: a passport for shopping local and a coupon book to distribute to the schools as fundraisers
- b. The committee agrees that having a consistent message throughout the year is essential

- i. RD suggests another way to remain consistent is through distributing “every door direct mail” flyers
- c. FM has a contact at Northeastern University that might be interested in partnering with the SSA. Students would be given an assignment to assist us with our new marketing campaign.

**2019 Promote Committee Schedule**

May 2

June 6

June 27 (July meeting, one week earlier)

September 5

October 3

November 7