

Promote Committee
Thursday, November 7th, 2019 - 8:30 am-11:30 am
Wicker Park Bucktown Chamber of Commerce - 1414 N. Ashland Ave.

In attendance: Elaine Coorens (Voting Member), Fernando Moreno (Voting Member), Marcy Huttas (SSA Commissioner)

Staff: Alice Howe (Program Specialist), Garrett Karp (Program Manager), Pamela Maass (WPBCC Executive Director), Gabriela Perez (WPBCC Marketing & Membership Coordinator), Debbie Rinella (Special Events Coordinator)

Guests: Jodie Davis (Curmudgeon Group), Elizabeth Neukirch (Silverman Group), Louise Yingduo Liu (Silverman Group)

1. Curmudgeon Group Presentation
 - a. JD presented for 50 minutes on brand strategy, place branding, and cohesive promotional campaigns for cities and neighborhoods
 - b. This presentation was intended to kick off 2020 promotional campaign efforts
2. 2020 Committee Adjustment, Scheduling, and Grant Application Deadline
 - a. Committee discussed timeline for reviewing Community Grants and how deadlines and scheduling fit into upcoming committee realignment for 2020
3. Holiday lights & decorations
 - a. Snowflakes and 606 bike lights will be installed by end of November.
 - b. Staff is working with Illuminight to change the colors for The Polish Triangle
 - c. Concord Music on Milwaukee Ave. has agreed to let Illuminights use their parking lot for the shipping container while they install & de-install snowflakes.
4. Print materials
 - a. CSE 2019 postcards are printed and being distributed.
 - b. Snow removal and sidewalk cleaning door hangers are also ready for distribution.
5. Community Grant Follow-up Reports
 - a. Staff presented a list of businesses and organizations that have not returned their 2019 post-event reports by their deadlines.
 - b. The committee agreed they should not be awarded their final payments.
 - c. Staff will review this with the Executive Committee.