

Promote WPB Committee  
Minutes  
12/7/2017

In attendance: Rebecca Dohe (chair), Elaine Coorens, Hans Kumler (SSA Program Specialist), Pamela Maass (Exec. Director), Gina Murphy (SSA logo designer)

1. Branding refresh – Gina Murphy presenting second-round concepts via conf. call
  - a. Gina will incorporate feedback into designs and have re-worked logo concepts to committee by 12/8 so that progress can be shared with commissioners on 12/13 commission meeting.
  - b. Promote Committee will meet together in-person at the Chamber Office on Wed. 12/20 at 9am to discuss feedback from commissioners and begin considering color palate.
2. Community Grants—the committee has decided to table decisions on Watercolor Wonder grant application for the time being. Committee has received mixed feedback about the program instructor and wants to contact other artists. HK will update grant applicants on status and ensure that all SSA application forms are filled out in entirety, for clarity sake. HK will review final reports for 2017 CIMMfest and 2017 Do Fashion event and distribute remaining 10% of grant funds to applicants, provided all paperwork is in order.
3. Neighborhood Guide and Annual Report RFP's—RFPs posted in late November and open until 12/15 (Friday). HK will update committee members on any proposals received before due date and assess whether or not to extend the deadline based on the number of proposals received.
4. Orange Gnome Project (girl gnomes)—no updates at this time.
5. Holiday banners--Installed as of 11/1/17
6. Holiday lighting at Polish Triangle—DONE. HK will look out for feedback on lights and address with Scott from Illuminight.
7. Holiday lighting at the 606 / Damen
  - a. Scott working this week to finish putting together the light display. Selected colors are ~~red, green, orange.~~ **ORANGE, WHITE, GREEN.** HK will follow up with Scott re: colors.
8. 2018 Public Relations Contract--the committee discussed renewing the contract for Silverman PR.

*Motion 1: to approve renewal of contract with Silverman Group for 2018.  
**RD motions, EC 2<sup>nd</sup>. All in favor.***