



Promotions Committee
Jan. 26, 2010

Item	Information	Action
Committee goal	The goal of the Promotion Committee is to market a positive image of Six Corners.	Information only
Introductions	Attendance (16): Michael Inglimo, chair; Gale Fabisch, John Arena, Joshua Modasessi, Dan Harkensee, Richard Lang, Louise Mallek, Tony Cannata, Dennis Wolkowicz, Vincent Mastromauro, Ed Bannon, Victor Torres, Mike Velltri, Mari Ruiz, Joe Angelastri and Estrella Gonzalez	NA
Approval of minutes	John A. made a motion to approve the minutes of the Dec. 22, 2010, Promotions Committee and Rich L. seconded it.	Minutes accepted without changes or amendments
Hold Six Cornucopia	<p>Ed B. summarized Six Cornucopia, saying the 2010 version is currently planned to be held on Oct. 8-9 with a Svengoolie appearance on Oct. 8, the Six Cornucopia treasure hunt on Oct. 9 followed by an Elvis show that night. Michael I. talked about the importance of writing a work plan for the event. Joe A. suggested that the event be focused down to Svengoolie only and the Treasure Hunt. He said we never fill the theater, so why not just do one night at the theater and focus on that? The goal would be to get over than 1,000 people. Michael I. entertained a motion to cut back to one performance on Oct. 9. Joe A. made the motion, Vince M. seconded. Motion carried.</p> <p>Michael I. asked about the next deadlines. Ed B. said it was difficult to gauge deadlines because the broad outlines of the fest have to be defined first. But he said the deadline to get into the city's neighborhood fest brochure is early Feb. Dennis W. suggested booking Svengoolie as soon as possible.</p> <p>Ed B. recommended forming subcommittees to plan the fest, breaking down the event into theater activities, sidewalk activities (both sidewalk entertainment and businesses) and publicity. Michael asked for a motion to form the committees. John A. made the motion and Rich L seconded. Motion carried. Michael I. called a meeting of the Six Cornucopia subcommittee for 11 a.m., Thursday, Feb. 11, at PC Here, 4055 N. Milwaukee Ave. The subcommittee is to write work plans and submit them to the Promotions Committee at the next meeting.</p>	<p>Michael I. called a meeting of the Six Cornucopia subcommittee for 11 a.m., Thursday, Feb. 11, at PC Here, 4055 N. Milwaukee Ave. The subcommittee is to write work plans and submit them to the Promotions Committee at the next meeting.</p>

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<p>Hang sign with brochures in Portage lobby</p>	<p>John A. reported that the Portage Sign Subcommittee met on Jan. 13. He thanked Dennis W. for offering space at Portage to hang a map and brochure holders inside the theater lobby to promote Six Corners. He reported that the committee wants to gear the map toward entertainment and dining options in the area. The map will focus on food, beverage, retail and ATMs. There will be space for brochure holders for these business to put tri-fold flyers. The plan is for the sign to graphically match the outdoor kiosks. The Portage will focus on post-theater entertainment options but the outdoor kiosk maps will include all Six Corners businesses. The subcommittee is working on drafting a request for proposals (RFP).</p> <p>Michael I. made motion to focus the list to ATMs shops, food, beverage and some retail and to authorize the subcommittee to make the final determination on the list. John A. seconded. Louise M. asked about the boundaries of the map. Ed B. explained the boundaries would be roughly 1- to 1.5 blocks from the intersection of Six Corners, based on the properties that pay into the fund that pays for the Six Corners Association programs. Motion carried. The next meeting of the Portage Sign Subcommittee was called for 1 p.m., Feb 10, at the Portage Theater, 4050 N. Milwaukee Ave. Michael I. and Ed B. will draft an RFP for review before the meeting.</p>	<p>The next meeting of the Portage Sign Subcommittee was called for 1p.m., Feb 10, at the Portage Theater, 4050 N. Milwaukee Ave. Michael I. and Ed B. will draft an RFP for review before the meeting.</p>
<p>Girlfriends Night Out</p>	<p>Ed B. said the next Girlfriends Night Out could be scheduled for April 22. Michael I. said to improve the event we need more door prizes.</p> <p>Ed B. said the SCA could request a partnership with the Old Irving Park Parents Committee because we had a successful event with them last time. Joe A. we should keep switching groups to keep a fresh audience. The committee decided to solicit new groups or try a Customer Appreciation format in which local businesses would give invites to their customers in order to cross promote other businesses. The Parents Committee could also invite people Michael I. wants to see a workplan for the event. Ed B. said he would draft one because the event has been staff-driven.</p> <p>Ed B. said another improvement would be to work on better responses for the participating businesses. Michael I suggested a customized coupon page for the businesses</p>	<p>Ed B. to schedule next GNO for April 22 and draft a workplan for next committee meeting.</p>

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	that participate. Josh M. suggested a coupon book and include a survey at the end for feedback on the GNO.	
Metra	Ed B. reviewed a proposal from Metra to hang a Six Corners welcome banner on the Metra tracks east of Cicero on Irving. The banner is visible on westbound Irving at Keating. Six Corners would use the middle 30 feet of the 60-foot banner for a general welcome message. Two 15-foot sections on the side could be used for co-op advertising. All agreed the Metra offer was too high and counter offer should be made. The committee would also have to find money in its budget.	Ed B. to discuss counter offer with Metra.
New business	Under the recommendation of recently consulted experts, Michael I. suggested Six Corners think about a signature festival. Michael proposed taking advantage of the asset of the Portage theater and the fact that the Silent Film Society of Chicago is based there. Asked about the possibility of such a fest Dennis W. said the top film festival include a cash prize that gets the attention of independent film makers. Michael I. asked for other suggestions. Joe A. said it was a good idea to partner with Silent Film Festival. Michael I. asked committee members to think about signature events. Michael I. said he would like to stay away from "Taste of" events because they are overdone but Dennis W. said those events are very profitable so don't dismiss them right away.	Michael I. asked committee members to think about signature events.
New business	Dan H. raised idea of advertising in the Portage Park Chamber of Commerce area map. He said it was inexpensive and covered 16,000 homes. It will include map of the area that people will keep on hand. Joe A. said another good opportunity was the Six Corners Business Directory, which is free to Six Corners businesses and goes to 20,000 homes.	NA
Adjournment	The meeting was adjourned about 2:20 p.m. The next meeting of the Promotions Committee was scheduled for 1 p.m., Feb. 23, at PC Here, 4055 N. Milwaukee Ave.	Meeting adjourned.