



Six Corners Association

Promotions Committee minutes approved

Promotions Committee
Feb. 23, 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 (5): Michael Inglimo, chair; Richard Lang, Vincent Mastromauro, Joe Angelastri, and Ed Bannon	NA
Approval of minutes	Vince M. made a motion to approve the minutes of the Jan. 26, 2010, Promotions Committee and John A. seconded it.	Minutes accepted without changes or amendments
Girlfriends Night Out	Ed B. gave update on GNO plans. Presented summary on GNO. Michael I. called for subcommittee of the GNO to be held...to assign tasks, Thursday, Feb. 25, at noon, at PC Here, 4055 N. Milwaukee Ave. Victor has 156 pictures of all the businesses at Six Corners.	Hold subcommittee meeting
Portage Theater map	Map/display at the Portage. Need dimensions of the display of area. Report of subcommittee: List of businesses. John A. said he could measure the space. Michael I. said the committee needs to decide whether to include clothing or shoes. John A. said we are focusing on retail and entertainment, especially on smaller lesser known shops. So do we focus on smaller shops, or larger ticket item or getting a bite to eat. John L. Dennis W. said theater goes ask about places to go eat, places to drink and an ATM. Vince M. said don't need to put hair care places on the Portage map. Michael I. said we need to solicit brochures from restaurants. But should we also allow brochures our icons: Food, drink, entertainment and ATM. If a lot of space, then we consider a fifth. Border old pictures and new Brochure rack will be tri-folds.	Draft RFP
Six Cornucopia	Michael I. talked about the Six Cornucopia. The family stage has been proposed for Cicero Avenue. Vendor tables could also go in the lot. We can also work with Sending out solicitation for vendors for sidewalk sale. Michael I. suggested we have a sidewalk sale before the Six Cornucopia. If we have a family stage, let's do a pie-eating	Subcommittee to meet.

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	<p>contest or . Our main stage could be like American Idol. Let's have early entertainment like a talent contest. At the end of the night, they go to the theater for the show and the raffle and we have contestants perform for final contest, which gets us a built-in audience.</p> <p>We will have temporary tattoos and face painting. The committee thought about how to work in candidates because the event is 3 weeks before the fall elections. Dan H. is going to start talking to churches about</p> <p>Ed B. said Milwaukee could be available for a sidewalk sale. June, July, August, Sept, then Oct. John L. said should keep an eye on the standards of the businesses. Gail F. said to remember that not all businesses like having outside vendors. We should offer a table to government services. Vince M. said we should do it and see how it works. We want to see Six Corners sidewalk full of people. Once people get used to coming, it can be every Saturday. The committee voted to do it. Send out initial mailing. Form a Sidewalk Sale Subcommittee.</p>	
Facebook Project	<p>Victor has taken a photo of every businesses at Six Corners. Some businesses have said no. Victor has got to 60. 24 have said yes. 31 have said. No. I think that number is way too high. Once all the pages are done, M free 1-hour calls on how to update your page. Make an ID for Victor. Victor said some are objecting because they think they are being sold something or they just don't think it's worth their time.</p>	Ed b. to get photos to Victor
Door clings	<p>Michael I. said he is researching clings. And will look for a vendor.</p>	Research
SlamRadio	<p>Michael I. plugged SlamRadio run by John Moderassi. It's a podcast that can offer free advertising to Six Corners businesses. We're not making money on it as much as we're trying to get people connected.</p>	Cooperate with SlamRadio where possible.
Adjournment	<p>The meeting was adjourned about 2:30 p.m. The next meeting of the Promotions Committee was scheduled for 1 p.m., March 23 , at Meisa Café, 4908 W. Irving Park Road.</p>	Meeting adjourned.