



Promotions Committee
March 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 (9): Michael Inglimo, chair; Carlos Lopez, Richard Lang, Cindy Abbinanti, John Lloyd, Gale Fabisch, Madi Sanchez, Louise and Ed Bannon	NA
Approval of minutes	John L. made a motion to approve the minutes of the Feb. 23, 2010, Promotions Committee and Rich L. seconded it.	Minutes accepted without amendment
Info kiosk and Portage sign RFP	The RFP for the kiosk and Portage sign was reviewed and accepted. A bid deadline of April 16 was set. Michael I. suggested a Subcommittee meeting to be set at next Design committee meeting on April 6.	Send out RFP for review and send out by the end of the week.
GNO	<p>Carlos asked for explanation of what the Girlfriend Night Out is. Michael directed Ed B. to explain.</p> <p>The committee reviewed the invite and decided to add phone number to GNO raffle ticket. Cindy A. and Michael I. will be handing these out. Motion to reword: change to “suggested dress is evening casual and bring some smiles to share over drinks.” The vote was tied and the chair ruled in favor of the change. The color of Ticket Good for One Admission will also be revised.</p> <p>Cindy reported we are at 7 presentations definite and waiting on several more responses.</p> <p>Madi S. suggested trying to get new businesses Ed B. explained that we market to different people to change the people. The businesses will only change so much, so we try to change the customers.</p>	Motion to reword: change to “suggested dress is evening casual and bring some smiles to share over drinks.”
Six Cornucopia	Michael I said the goal of the Six Cornucopia is to spread the event around Six Corners. Goal is to have our main event at the Portage. Have family stage on Cicero next to Jeff’s. How do we program? We are trying to decide. This event is not going to be alcohol fueled. The focus is going to be on the businesses, not beer and bands. What’s going to happen at the Portage? We are continuing to work the great of making it into a talent show. That would encourage a lot people to come down and bring their kids and family. John L. and Dan H. are going to try to develop this talent idea. With an emcee, a judge’s panel. The subcommittee is also working on parking lots and a rain contingency. The whole idea is to	The next Six Cornucopia subcommittee meeting was scheduled for 1 p.m., Thursday, April 1 at PC Here, 4055 N. Milwaukee Ave.

Promotions Committee minutes approved

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	<p>spread the event all around Six Corners. It's a harvest of the year's seeding. Add a section to flyer that shows a rain contingency.</p> <p>John Lloyd asked about a map of the area. He suggested making a revision to the map that Michael presented. Madi says Michael's map is meant to be a start. Madi said malls don't identify every business on the map, only the anchors, and then each business is listed in a directory. Michael agreed and said we have to accomplish the goal of getting a map or at least a Six Corners logo in everybody's window.</p> <p>The next Six Cornucopia subcommittee meeting was scheduled for 1 p.m., Thursday, April 1 at PC Here, 4055 N. Milwaukee Ave.</p>	
<p>Sidewalk Sales</p>	<p>The committee agreed to have on second Saturday and have a Saturday and a Sunday. Michael I. asked about creating a second subcommittee on the sidewalk sales. We are going to get a sidewalk sale permit for some time in April so all the business can put tables out on the sidewalk and gauge what the mood is of the street as people come out of their homes and hit the street as the weather warms up. Madi wants to get a schedule clear so we feel confident about what we're doing. The confidence will get more people to participate without having to spend a lot of energy persuading people to participate. The sidewalk sale will be discussed at the Six Cornucopia meeting at 1 p.m., April 1.</p>	<p>The sidewalk sale will be discussed at the Six Cornucopia meeting at 1 p.m, April 1.</p> <p>Ed B. to send list of potential vendors to Madi.</p>
<p>Adjournment</p>	<p>The meeting was adjourned about 2 p.m. The next meeting of the Promotions Committee was scheduled for 1 p.m., April 27, at PC Here, 4055 N. Milwaukee Ave.</p>	<p>Meeting adjourned.</p>