



Six Corners Association

Promotions Committee minutes approved

Promotions Committee
April 27, 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 (11): Michael Inglimo, chair; Howard Silver, Richard Lang, Josh Moderaessi, Mark Goles, Vincent Mastromauro, Joe Angelastri, Bob Cassidy, Emily Yao, John Lloyd and Ed Bannon	NA
Approval of minutes	Rich L. made a motion to approve the minutes of the March 23, 2010, Promotions Committee and Josh M. seconded it.	Minutes accepted without changes or amendments
Portage/Kiosk bid	<p>Michael I. reported that we are putting up a sign in the Portage Theater lobby with a map and brochure holder. The goal is to help market restaurant and other services that theater-goers might use. An RFP was issued and at a joint subcommittee with the Design Committee Ed B. reported that the joint subcommittee met and decided to extend the bid deadline because the number of bids was too low for such an important project.</p> <p>Michael I. noted that the RFP will also be sent to colleges and posted on major freelance websites. The new deadline is May 13.</p>	Ed B. to distribute more RFPs.
Girlfriends Night Out	Michael I. reported on Girlfriends Night Out. Had a turnout of 17 people with 13 businesses presented. It was a lower number of people than usual. John L. wondered how to get tickets because he didn't get one. Michael I. said for next one we will pass out more tickets. Ed B. passed along suggestion from Joe Angelastri that we partner with a local organization for the next GNO.	Adjust marketing for fall event.
Six Cornucopia	Michael I. reported that we are putting together the talent show. We are drafting a letter going to schools and churches to catch them before the close of school, so we can try to do some qualifying rounds before the large event. This year is an experimental year so we can have something solid in place for next year. John L. said the event can be done best at the Bank of America theater so everyone can just come to one place. We will have some thing ready for the agenda in May. We don't have a subcommittee meeting scheduled yet but Michael said to contact him if you are interested in helping.	Continue planning
Sidewalk Sales	We are working on putting together a sidewalk sale. Plan is to have one in May and June through October on	Sale to be held May 15.

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	<p>the second Saturday of each month.</p> <p>Michael I. asked Ed B to talk about the annual meeting. Ed B. said the point of the meeting was the tell p eople about what’s going on at Six Corners and to recruit them to volunteer. Each committee needs one volunteer who will sit at a table to answer committee questions.</p> <p>A discussion followed about when to hold the sidewalk sale before or after the annual meeting. Do we use the sidewalk sale to promote the annual meeting, or do we use the annual meeting to market the sidewalk sale? Michael went around the table to ask people’s opinions. Michael called for a motion for holding the sidewalk sale on May 15. Josh M. made the motion and Rich L. seconded. There were 4 votes for and 4 against. Because of the tie, Michael ruled in favor of May 15.</p> <p>Discussion followed about how much to promote the meeting and to address concerns</p>	
Adjournment	<p>The meeting was adjourned about 1:57 p.m. The next meeting of the Promotions Committee was scheduled for 1 p.m., May 25, at PC Here, 4055 N. Milwaukee Ave.</p>	Meeting adjourned.