



Promotions Committee
May 25, 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 (8): Michael Inglimo chair; Richard Lang, Vincent Mastromauro, Danielle Napolitano, John Arena, Sandra Maldonado, Joe Angelastri, Josh Moderassi and Ed Bannon	NA
Approval of minutes	Vince M. made a motion to approve the minutes of the Aug. 26, 2008, Promotions Committee and Rich L. seconded it.	Minutes accepted without changes or amendments
Sidewalk Sale review.	<p>Michael I. reported that he got positive response when he passed the letter around but some merchants didn't want to do because of dust from streetscape and because they were unsure about a new idea. He said we need more business owners to keep pushing the idea to other businesses. Saturday was a better day than Sunday.</p> <p>To boost participation, Michael said the sidewalk sale permit should be passed out at least a week in advance. Three businesses participated: PC Here, Rasenick's and Play N Trade. Michael I. reported that he moved a lot of product. Michael I. recommends we do June 12 just for the Saturday. Michael will go around with volunteers to hand the permit out.</p> <p>Michael asked whether food places can sell food on the street.</p>	<p>Michael to get next permit. Rich L , Dani N., John A. and Michael to pass out flyers or permits.</p> <p>Ed B. to call on food license issue.</p>
Portage sign	Ed B. reported that we don't have additional proposals because not enough RFP requests were sent out. Michael proposed putting something up in the Portage lobby while we wait for the permanent work to be done. He suggested putting a large Six Corners logo in the middle surrounded by historical pictures. As the sidewalk sale team distributes the permit, Michael I said they can solicit trifolds for the brochure holders. We have to ask Dennis about fixing the lighting. Mark G. says Dennis is waiting on what we want. Mark G will ask Dennis about gooseneck lighting. Mark G. volunteered to draft a 8'x 6' simple design. Michael I. expressed hope that we could get a poster hung by Friday. The new RFP deadline is June 8.	Ed B. to e-mail graphics to Mark G. Mark G. to design a poster. Josh M. to get quotes.
Six Cornucopia	Michael I. is concerned. We should be careful about how big we get the event. Michael I reported that Tom	Get more details set for the Six

Promotions Committee minutes approved

Item	Information	Action
	<p>Jackson said the bank is all for us using the theater and the parking lot for the Six Cornucopia. Michael I said as he sees it, this year since we have a new organization, we make sure we have a treasure hunt. The event that it leads to should have some options – a battle of the bands, something involving politicians since our fest is three weeks before the fall election. Maybe we do a political debate. If we have progress with Inland, we can have more in their parking lot. Maybe we can have Bonnie Hunt or Vince Vaughn to do some judging. Maybe have someone from Second City. Mark G. suggested Maria Cannelis as a celebrity appearance. Michael I said we need to set some deadlines for the event. If we are going to integrate the other two venues, that would be great.</p> <p>Josh M. said he talked to Hops & Barley and Nitecaps owners. They support a Battle of the Bands from Aug; 12-26 that will take place at both locations. We are looking for the neighborhood businesses to get involved. Josh wants to look at having the finals at the Portage. Ed B. noted that both those locations are outside the Six Corners service area. Josh M. said he would look into getting the Portage theater or MCM Pub involved.</p> <p>Michael suggests having candidates come in to Six Corners for a forum. That might lead to more news coverage. John A. we would need to ensure them an audience. Ed B. said we need a partner to make it work such as the League of Women Voters.</p>	<p>Cornucopia.</p>
<p>Partnership events</p>	<p>Michael I. said some events recently occurred involved Six Corners that the Promotions Committee could have helped with. He said if we are going to attach the Six Corners name to an event, the idea should be referred to the Promotions Committee for suggestions.</p>	<p>Ed B. to e-mail Michael with relevant info</p>
<p>Misc.</p>	<p>Michael I said he would be reaching out soon to the Mayor’s Office of Special Events.</p> <p>He also said we need to increase the communication with the other committees.</p>	<p>NA</p>
<p>Adjournment</p>	<p>The meeting was adjourned about 2:10 p.m. The next meeting of the Promotions Committee was scheduled for 1 p.m., June 22, at PC Here, 4055 N. Milwaukee Ave..</p>	<p>Meeting adjourned.</p>