



Promotions Committee
June 22, 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): Michel Inghimo, chair; Richard Lang, Vincent Mastromauro, Gale Fabisch, Danielle Napolitano, Mark Goles, Josh Moderassi and Ed Bannon	NA
Approval of minutes	Michael I. made a motion to approve the minutes of the May 22, 2010, Promotions Committee and Rich L. seconded it.	Minutes accepted without changes or amendments
Portage lobby poster	<p>Last month, the committee discussed getting a temporary poster up in the Portage lobby. This is just to get in the space so people will start looking at it. Mark G., the volunteer who designed the draft, suggested changing the design to put Six Corners local photos as the background instead of a the picture of downtown Chicago. The poster is 4' x 6'. Ed B. said a price of about \$300 was obtained for a 6' x 8' poster, so the smaller size will, of course be lower.</p> <p>Michael I. said the next step is to order the brochure holders. He priced out acrylic four-level tri-fold holders at \$13 each. Mark G. said 10-12 holders can fit in the space depending on the spacing. The committee decided to order a dozen.</p> <p>Michael I. said the next step will be to solicit tri-folds from the businesses. This project is an opportunity to talk to the business owners. If we offer them a place to put their tri-folds, they will be happy. Restaurants could provide their menus in tri-fold format.</p> <p>Michael asked to be e-mailed when the holders are ordered and the poster is ordered and when the poster arrives. Mark Goles will talk to Dennis about installing the holders. Ed B. said the poster will be ordered on Thursday either with the current version or the revised version, whichever version he has on hand.</p>	Six Corners staff to order poster and order acrylic brochure holders.
You Tube project	<p>Michael I. informed the committee that about two years ago 16 videos of businesses were posted on You Tube. He would like to see new videos go up. PC Here is willing to teach people Premier Pro, a program to edit video. Mark G. said he is working on a commercial for the Portage and the Silent Film Society of Chicago.</p> <p>Michael I. said we will also be trying to do</p>	NA

Six Corners Association

Promotions Committee minutes unapproved

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	interviews with Six Corners businesses to air on Slam Internet Radio, which is an Internet-based audio station based out of PC Here.	
Portage Park Neighborhood Association parade	<p>Michael I. said the association board agreed to sponsor the PPNA Fourth of July parade with a cash sponsorship and an ice cream booth.</p> <p>We need an car to pick up bars at 8:30 a.m. Mark Goles arranged for a friend of his to pick up the ice cream. Mark G. will go with and deliver the ice cream to Six Corners. Josh, Mark and Ed will bring some coolers to PC Here by Friday for Mark G. to load the ice cream in. Michael I. said he would be at the park to set up.</p>	Ed B. to confirm ice cream purchase and send e-mail asking for more volunteers at the park.
Six Cornucopia	<p>Ed B. reported that he was about half done with a Six Cornucopia work plan. Michael I asked him to circulate the work plan by e-mail this week. Josh M. asked for the Six Cornucopia date. Ed B. replied Oct. 9. Michael I. requested then when people get a copy of the work plan that they sign up for something.</p> <p>Ed B. reported that Svengoolie has been booked for the evening entertainment. Ed B. is to solicit Sears for a sponsorship prize as well as other businesses. Michael I set the deadline for prizes has to be Aug. 2. Interviews could also be done on Slam Internet Radio for publicity. Perhaps Hawks game tickets could be a prize. Michael I has talked to Inland about whether we can use the parking for a stage. We also need to check in with Tom Jackson at Bank of America to discuss use of his parking lot. Ed B is to send letter to Hawks to see if we can get the Stanley Cup for the Six Cornucopia.</p>	Ed B. to circulate work plan this week. Continue planning.
Adjournment	The meeting was adjourned about 2:05 p.m. The next meeting of the Promotions Committee was scheduled for 1 p.m., July 27, at PC Here, 4055 N. Milwaukee Ave.	Meeting adjourned.