



Promotions Committee

Jan. 9, 2007

Item	Information	Action
Committee goal	The goal of the Promotion Committee is to market a positive image of Six Corners.	Information only
Introductions	Attendance (4): Dennis W., Richard Lang, Vincent Mastromauro and Ed Bannon	NA
Approval of minutes	Dennis W. made a motion to approve the minutes of the Dec. 26, 2006, Promotions Committee and Rich L. seconded it.  The committee discussed the mailing list policy from last month's meeting. The policy for providing the list to businesses outside of Six Corners seems vague, but as the demand is not high, the urgency to develop a policy is low. Dennis W. suggested the possibility of trade agreements with other business associations.	Minutes accepted without changes or amendments
Valentine's Day raffle	Many of the same businesses that sponsored last year's Valentine's Day raffle are back this year. A new business since last year, Elemental Gifts, was added. Blockbuster prizes were dropped. Last year, the raffle entries were about 850. This year we hope to top 1,000.	Distribute boxes.
Ladies Night Out.	The Ladies Night Out subcommittee is to meet on Jan. 10 at 9 a.m. here at the SCA office. For a location, we are zeroing in on Las Tablas because it will make the food and drink simple, as opposed to catering. Plus, Las Tablas has a relationship with a dance instructor. LasTablas quoted a price for appetizers of \$5 per person	Report after Jan. 10 meeting.
Portage Theater grants	Dennis W. suggested adding a requirement that the applicants submit a Box Office Report before they get reimbursed. The report would certify the attendance of the show and have to be signed off on by the Portage Theater management. Also, the Six Corners Association must have the right to visit the show to get a first-hand idea of the attendance. Reimbursement would be contingent on the attendance meeting what the organizers committed to. The committee adopted the suggestion.  The committee agreed to an internal policy of 500 minimum attendance to approve a grant. But a reimbursement rate of \$1 per person would also be acceptable if the 500 minimum is not met. Much will also depend on the interest in the grant program.	Revise applications per suggestions.  Draft Box Office Report.

Promotions Committee minutes approved

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	<p>The committee also agreed to reduce the application deadline to 45 days before the event from three months. It was felt that many non-profit organizations might not plan far enough ahead. The purpose of the deadline was to ensure that organization had enough marketing time, but the Box Office Report is now the check to ensure that grant awardees will be motivated to bring out the numbers they promise.</p>	
Work plan	<p>The committee review the work plan and added the following items:</p> <ul style="list-style-type: none"><li>• Promote Portage Grant program</li><li>• Hang Six Corners map at Portage theater</li><li>• Hang info about Portage theater coupon program</li><li>• Hold Ladies Night Out</li></ul>	
Adjournment	<p>The meeting was adjourned about 2 p.m.</p> <p>The next Promotions Committee meeting is scheduled for 1 p.m., Feb. 27, at the SCA office.</p>	Meeting adjourned.