



Promotions Committee  
Jan. 22, 2008

Item	Information	Action
Committee goal	The goal of the Promotion Committee is to market a positive image of Six Corners.	Information only
Introductions	Attendance (): Linda Stagner, Joe Angleastri, Alma Deuvic, Rossy Peniche, Alfredo Gonzalez, Myrtle Robles and Rich Lang	NA
Business directory brochure	The committee reviewed the brochure. It was well accepted. One change that was adopted was to replace information on the business listing page with some Shop Local tips. No new photos are available on the brochure because we are waiting for nicer weather to take the photos.	Send out draft list of business info.
Girlfriends Night Out	The second Girlfriends Night Out at the Portage had a good turnout, but the presentation portion still did not allow businesses to make good contact with customers. The committee decided to change the location back to Las Tablas and to hold the event on April 24. The committee felt that the smaller, single banquet hall of Las Tablas works better. Because the event has so many great features and following the maxim "people think free is worthless," the committee also decided to request a \$1 donation that would go to the Irving Park Food Pantry.	Reserve room.  Gather presentation info.  Market event.
Website revision	The website was reviewed and all approved. We are still awaiting some changes. The addresses will be reviewed along with the business directory.	Send out draft list.
Work Plan 2008	The Promotion Committee plans for 2008 were discussed. It was decided that two Girlfriends Night Out events would be held, instead of 3 last year. One on April 24 and the other on Oct. 2. The Six Cornucopia will be on Sept. 13. Joe suggested including an estimated number of hours worked for each promotion to get an idea of the staff time needed for each event.	Revise work plan accordingly.
Adjournment	Meeting adjourned at 7:15 p.m.	Meeting adjourned.