



Promotions Committee  
Jan. 27, 2009

Item	Information	Action
Committee goal	The goal of the Promotion Committee is to market a positive image of Six Corners.	Information only
Introductions	Attendance (6): Michael Barrett, Rosie Peniche, Cynthia Abbinanti, Joe A., Alma Deumic and Ed Bannon	NA
Approval of minutes	There were no minutes to approve because all four committees met as a joint committee meeting in December. Those minutes were approved at a previous meeting.	NA
Major goals	<p>Committee Chair Sandra Maldonado could not attend tonight's meeting due to a last-minute schedule conflict. She and Ed B. met on Friday and settled on two major goals for the committee this year: 1) To conduct a business marketing survey 2) Greatly increase the Six Cornucopia attendance.</p> <p>The marketing survey would be a survey of local business owners to find out what type of customer they are seeking. The results would give this committee better direction on marketing events. Owners would be asked questions like what age, gender, family groups they are trying to bring in. What months of the year are they trying to bring in business?</p> <p>We are planning early for the Six Cornucopia in order to make this event huge in 2009. Last year we got rained out, but this year can be great. We need to quantify our goals such as selling out the Portage.</p>	Present draft survey and schedule at Feb. meeting.
Promotions Calendar	<p>The committee reviewed the 2009 promotions calendar. (see end of minutes) The committee discussed ways to get more value out of the Values page.</p> <p>A flower giveaway during May was discussed for around Mother's Day. The committee generally consented, but costs and marketing still have to be fleshed out.</p> <p>In a suggestion by Cindy A., adding a "progressive dinner" to the calendar in June was discussed. The concept is that diners buy a package of courses at different restaurants. Once they have a course at one restaurant, they "progress" to the next. At Six Corners, an ideal first try would be to do the event at Meisa Cafe, Artemio's and Las Tablas because all three restaurants are grouped together. The event provides</p>	<p>Ed B to talk to vendors.</p> <p>Ed B. to research costs.</p> <p>Ed B. to contact restaurants to determine a menu and pricing.</p>

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	<p>customers an opportunity to quickly sample several restaurants in one night. A discussion on how to properly market the event followed. Committee members suggested finding a group to partner with that could use the event as a fund-raiser.</p> <p>Ed B. noted that the currently planned events spend all of the promotions budget, so any new events will have to self-funded or be weighed against the current budget. Also, the committee must fill in goals.</p>	
Six Cornucopia 2009	<p>Because creating a huge turn-out for the Six Cornucopia 2009 is one of our committee goals, the committee started to plan. A calendar of tasks was reviewed and some broad decisions were made so further planning could begin.</p> <p>The committee agreed to sign Rick Saucedo for an Elvis and to the Viva Las Vegas theme and to aiming for a Las Vegas trip as the theme. The committee agreed to adding a showcase next to Sears. The showcase still has to take shape but tentatively would include a mid-rise stage with bleacher seating. We are still trying to determine if we will hire a special events company to manage the stage or if we can handle it.</p> <p>The committee discussed the business notification schedule, and the business owners present felt that the schedule was good.</p> <p>Ed B. encouraged committee members to provide more feedback.</p>	<p>Offer date to Rick Saucedo and try to book other talent.</p> <p>Research stage.</p> <p>Further develop planning calendar.</p>
Old business	<p>Staff was asked to get quotes on Six Corners decals for posting in business's windows. From one company, a 3x5 decal would cost \$2.65 each if we ordered 250. The committee requested more quotes.</p>	Ed B. to get more quotes.
New business: Bags	<p>Joe A. suggested buying more Six Corners bags. There has been a demand for them at City Newsstand for \$1. The new bags should be have better contrasting colors. The committee suggested printing the logo in black and making the bag match our logo's turquoise blue. Rosie suggested getting taller bags.</p> <p>Joe A. suggested pricing out standard "T-shirt" plastic bags with the Six Corners logo for businesses to distributed in lieu of plain bags.</p>	Ed B. to price out bag options.
Adjournment	<p>The meeting was adjourned about 7 p.m. The next meeting of the Promotions Committee was scheduled for 6 p.m., Feb. 24, at Meisa Café, 4908 W. Irving Park Road.</p>	Meeting adjourned.

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## Six Corners 2009 Promotions Schedule

Month	Date	Promotion	Budget	Goals
Jan	Jan. 7	Values Page	\$1,330	
February	Feb. 4	Values Page	\$1,330	
	Feb. 5	Valentine's Day Raffle	\$250	
March	4-Mar	Values Page	\$1,330	
	19-Mar	Girlfriends Night Out	\$900	
April	1-Apr	Values Page	\$1,330	
	2-Apr	Easter Ham Raffle	\$150	
May	29-Apr	Values Page -- Mother's Day Specials (on Values Page) Flower/candy giveaway?	\$1,330	
June	3-Jun	Values Page Progressive dinner???	\$1,330	
July	1-Jul	Values Page	\$1,330	
	July 3,5?	Visit by Uncle Sam	\$300	
August	29-Jul	Values Page	\$1,330	
		Door-to-door package delivery	\$1,900	
		1. Business directory	\$3,660	
		2. Fall events	\$1,100	
		3. Values Page	NA	
		4. Monster Film Fest	NA	
		5. Introductory letter	\$1,000	
		6. Six Cornucopia stamp	\$1,100	
7. Tickets to Elvis or MFF	\$250			
September	Sept. 2	Values Page	\$1,330	
	Sept. 12	Six Cornucopia Values Page Streetscape groundbreaking?	\$6,500	
October	Sept. 30	Values Page	\$1,330	

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	Oct. 23-25	Monster Film Festival (Svengoolie appearance)	\$2,500	
November	Nov. 4	Values Page	\$1,330	
	Nov. 12	Girlfriends Night Out	\$900	
	Nov. 18	Thanksgiving Turkey Raffle	\$150	
December	Dec. 2	Values Page	\$1,330	
	TBA	Santa Claus at Sears	\$1,000	
	TBA	Portage Christmas Spectacular	\$1,000	
TOTAL			\$38,620	
Budget			\$38,550	