



Promotions Committee

Feb. 27, 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 (5): Ed Bannon, Suzan Hawil, Joe Angelastri, Dennis Wolkowicz and Rich Lang	NA
Approval of minutes	Rich L. made a motion to approve the minutes of the Jan. 9, 2007, Promotions Committee and Joe A. seconded it.	Minutes accepted without changes or amendments
Raffle review	<p>Ed B. reported that we reached our goal of more than 1,000 raffle entries. This was the most entries of all the raffle so far, which was attributed to getting out more boxes and having them out longer. A mailing list of addresses from the raffle entries is ready for Six Corners business to use.</p> <p>A discussion followed of the timing of the raffles. The drawings are held to coincide with each holiday – Valentine’s Day, Easter and Thanksgiving. Given that timing, the prizes are not available for the actual holiday. The advantage, however, to the timing is that it takes advantage of the holiday shopping to get more entries and to leverage the holiday buzz to have the raffle boxes in the businesses longer. The logistics of contacting the winners and sending out the gift certificates to be redeemed for prizes would require that the raffle end at least a week before each holiday. The committee decided that losing that prime marketing time is not worth it in order to enable the winners to, for example, cook their Easter ham prize for Easter. The winners will still be happy they won even if they, for example, leave the Thanksgiving turkey prize in their freezer for several months.</p>	<p>Inform businesses that mailing list is available.</p> <p>Maintain current raffle schedule.</p>
Girlfriends Night Out	<p>Bags for the “goodie bags” have arrived. Also, 5,000 promotional postcards have arrived. They will be distributed this week to businesses and mailed in early March.</p> <p>Las Tablas is closed until it can make repairs from fire damage. The owner, Soraya, is meeting with her insurance company tomorrow and will know more after that meeting whether the March 28 date for the event will be a problem. She believes she will be ready by then. As</p>	<p>Solicit items for goodie bags.</p> <p>Check on Las Tablas location.</p>

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	a backup, we will make plans to relocate the event to the Portage Theater.	
Portage Theater grants	<p>The first Portage Theater grant has been approved for the Welles Park Parents Association for its Baseball Movie Fest in mid-April.</p> <p>A school has requested whether it can apply for the grant. The committee debated whether schools fulfill the grant program’s goal of bringing in people who are likely to patronize local businesses. Also, schools have funding sources for graduations. The local school that has inquired says its audience would be about 600. A “mini-grant” of \$200 was suggested with a limit of \$1,000. It was noted that mini grant for this school graduation would cost less per person than the expected audience for the baseball movie fest, so in that respect it was a good deal.</p>	<p>Inform WPPA.</p> <p>Relay info to school.</p>
Website proposal	<p>The committee viewed several websites to determine the direction and the content of the Six Corners website. The committee decided the homepage should focus on consumers and have a graphically minor link to Six Corners Association management services. Top priorities for the site would be a business directory, events page, Six Corners history, news and directions. The database of the business directory should be tied into the Six Corners central database. The proposal should address maintenance issues. Business should be able to add to the events calendar but the association should be able to view the events before they are posted to avoid erroneous listings. The SSA portion of the site should include meeting agendas and minutes, the Time Is Now brochure, available spaces listing, work plans and any other public documents. The site will also have external links to our community partners.</p>	<p>Write website designer proposal.</p>
Treasure Hunt 2007	<p>The committee picked a date for the 2007 Treasure Hunt. April 28 with April 21 as an alternative. The event has been moved up from last year’s mid-June date to take advantage of cooler weather and to not compete with summer activities.</p> <p>The committee decided to keep the flat screen TV as a raffle prize.</p> <p>It will be emphasized more to businesses that this event is merely to bring customers in the door, not to ring sales. It will be stressed that it is up to the businesses to entice people to return. Businesses will also be encouraged to</p>	<p>Dennis to check on availability of theater and movies.</p>

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	<p>make sure their stores are freshened and tidy that day. A preparation checklist will be distributed.</p> <p>A theme for the event has to be selected. We will continue the Treasure Hunt theme, but not necessarily the pirate motif of last year. The theme will depend on the availability of the suggested movies: Goonies, Raiders of the Lost Ark, Dead Man’s Chest and National Treasure. This list is not exhaustive, just the titles that the committee came up with at the moment. Dennis urged the selection of recent titles. Dead Man’s Chest might be too graphic for a young audience. It’s rated PG-13.</p>	
Adjournment	The meeting was adjourned about 2 p.m.	Meeting adjourned.