



Six Corners Association

Promotions Committee minutes approved

Promotions Committee
April 28, 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): Richard Lang, Cynthia Abbinanti, John Arena, Alma Duemic, Joe Angelastri and Ed Bannon	NA
Approval of minutes	Cindy A. made a motion to approve the minutes of the Feb. 24, 2009, Promotions Committee and Rich Lang seconded it.	Minutes accepted without changes or amendments
2009 Promotions Calendar	The outcomes for the various promotions were update on the 2009 calendar. The Values Page had a response of 215 in March, which is under our goal of 250. We are working on improving our e-mail communication to increase it, and we will add more coupons. We are also changing the offers to dollars off only, instead of percentages.	NA
Six Cornucopia	<p>We are on track with the Six Cornucopia schedule except the application needs to be drafted and submitted. Some of that we cannot submit until we have more details about vendors.</p> <p>John A. a community resident, know some people who know some well-known musical acts -- Wilco and Poi Dog Pondering. He is trying to find out if these acts can be worked into the Six Cornucopia because they would be a huge draw. It was noted that we have to make a decision in time to get all the printing done.</p>	<p>Ed B. to work on drafts of sponsorship packages.</p> <p>John A. to find out responses by the end of May.</p>
Girlfriends Night Out review	<p>Everyone agreed that this latest incarnation of Girlfriends Night Out was a success. It allowed good exposure for the businesses and a comfortable evening for the guests. The revenue generated for the Six Corners businesses, however, has been about \$200. Although the reporting system is not perfect, it was agreed some improvement could be made by adding a \$5 coupon to all the gift bags. All the businesses will have to agree as part of their participation.</p> <p>To bring in a new crowd of guests, Joe A. suggested partnering with local community organizations and donation the night's admission proceeds to that organization. Partnering with different groups would</p>	<p>Add \$5 coupon for next Girlfriends Night Out</p> <p>Cindy A. to contact St. Bart's Women's Guild.</p>

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	increase the turnover of the GNO audience.	
Progressive Dinner	Las Tablas did not want to hold a progressive dinner on a Friday, so the committee OK'd a Thursday night. The nights of June 9 or July 11 were discussed.	Ed B. to work on flyer.
Customer survey	The committee discussed and reviewed customer survey. Ed B. said that there are various ways to conduct the surveys -- by mail, e-mail, phone and shopper intercept. A shopper intercept would enable the association to answer the question of how to better market to the customers that are already coming to Six Corners. Various questions were discussed. The survey could include such questions as mode of transportation, frequency, number of businesses visited per trip, where do you live, what like best, like least and household income. The committee stressed that the survey should be simple or else people will not finish it. A token of appreciation could be handed out for those who complete the survey, but should not be used to get people to take the survey.	Ed B. to draft the survey.
Adjournment	The meeting was adjourned about 7:20 p.m. The next meeting of the Promotions Committee was scheduled for 6 p.m., , at Meisa Café, 4908 W. Irving Park Road.	Meeting adjourned.