



Six Corners Association

Promotions Committee minutes approved

Promotions Committee
May 27, 2008

| Item | Information | Action |
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| Committee goal | The goal of the Promotion Committee is to market a positive image of Six Corners. | Information only |
| Introductions | Attendance (5): Sandra Maldonado, chair; Dennis Wolkowicz, Richard Lang, Alma Deumic and Ed Bannon | NA |
| Approval of minutes | Sandra M. made a motion to approve the minutes of the April 22, 2008, Promotions Committee and Dennis W. seconded it. An amendment to correct the name of Purple Asparagus was suggested. | Minutes accepted with changes. |
| Brochure distribution plan | <p>A door-to-door distribution plan for the Six Corners brochure was discussed. A packet including the new brochure was suggested. The packet would include four pieces:</p> <ol style="list-style-type: none"> 1. New brochure 2. the Six Corners Values Page/flyer about fall events 3. the Six Cornucopia flyer 4. a letter from the SCA about Six Corners developments. <p>The door-to-door distribution would go to about 10,000 households or about a 1/2-mile radius.</p> <p>Depending on cost, enough brochures will be printed to do a second door-to-door distribution later in the year for the holiday season.</p> | <p>Price packaging and distribution.</p> <p>Detail distribution map.</p> |
| Website | Pictures and some text needs to be delivered to the designer. | Deliver by next meeting. |
| Six Cornucopia | <p>The decision was made to do an Elvis show as the evening's entertainment. Mike Oelrich, a local resident is spearheading this portion of the event. The movie to be shown will be King Creole.</p> <p>The letter to business owners was reviewed. Suggestions were made to clarify the raffle process.</p> <p>The decision was made to change the "Art Fair" to a "Sidewalk Sale."</p> <p>Larger business that might be able to sponsor entertainment will be approached before the next</p> | <p>Sign up businesses.</p> <p>Sign-up entertainment.</p> |

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| | committee meeting. Suggestions of contacting 94.7, Chicago Tonight, Chica-going and 190 North were made. | |
| Monster Film Fest | Advertising plans were discussed. The MFF Subcommittee recommends spending more marketing on inexpensive billboards and WFMT radio advertising. Also, in doing this research, it was learned that the railroad advertising space over Irving Park Road might be available at an affordable rate. | Pursue billboards and WFMT. Get details on Irving Park Road advertising. |
| Independents Week | The idea of a Six Corners shopping bag was re-raised. The bag would be made in conjunction with Independents Week – an event sponsored by Local First Chicago, which usually gets good publicity. The decision was made to print 1,000 bags but the distribution method was not settled. One suggestion was to run a coupon with the Six Corners Values page offering a tote bag with proof of \$10 purchase. And/or we could put the same kind of offer in the brochure distribution bag. | Order bags and get details on Independents Week. |
| Adjournment | The meeting was adjourned at 7:40 p.m. The next meeting was scheduled for 6 p.m. June 24 at Meisa Café. | Meeting adjourned. |