



Six Corners Association

Promotions Committee minutes approved

Promotions Committee
June 24, 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 (9): Sandra Maldonado, chair; Joe Angelastri, Cindy Abbinanti, Alma Deumic, Richard Lang, Lily Rosa, Bob Pontarelli, Rosa Peniche and Ed Bannon	NA
Approval of minutes	Rich L. made a motion to approve the minutes of the May 27, 2008, Promotions Committee and Alma D. seconded it.	Minutes accepted without changes or amendments
Business directory delivery	The committee reviewed a map to determine where to distribute the upcoming customer brochures. The committee decided to distribute the brochures one mile in every direction of Six Corners – Central on the west, Pulaski on the north, Lawrence on the north and Belmont on the south. The committee set a distribution deadline of Aug. 25	Develop material and distribute packages.
Website revision	The website continues to undergo tests and tweaks. Links to the current draft will be e-mailed to all committee members for review.	E-mail link to committee.
Six Cornucopia	The schedule for the fest was reviewed and agreed upon. Outside food vendors were discussed. Some committee members said they would check with their contacts about finding vendors. A summer neighborhood fest schedule was distributed to see if any members could attend the fest and recruit food or craft vendors.	Continue planning.
Tote bags	Although the committee has decided to buy tote bags a distribution method has not been decided on. The committee decided to distribute 10 bags for free to any interested merchant. After the first 10, businesses would have to pay Six Corners cost to get more.	Order bags
Google/YouTube project	The committee was informed of a Google project in which a Six Corners intern is going around to Six Corners businesses to help them expand their free listing on Google's Local Search listing for businesses. The project will also include a short video posted to You Tube.	Add more businesses.
New business	Bob Pontarelli suggested adding more of an art component to Six Corners revitalization. He says if the	Explore ideas.

Promotions Committee minutes approved

Item	Information	Action
	artists come the businesses will follow. He suggested working out a deal to create some art space in the 4848 Irving Park Road building	
Adjournment	The meeting was adjourned about 7 p.m. The next meeting of the Promotions Committee was scheduled for 6 p.m., July 22, Meisa Café, 4908 W. Irving Park Road.	Meeting adjourned.