



Promotions Committee
July 22, 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 (10): Sandra Maldonado, chair; Vincent Mastromauro, Mike Oelrich, Rich Lang, Rosy Peniche, Alma Deuvic, Ismet Deuvic, Doug Rios and Nuve (last name) and Ed Bannon	NA
Approval of minutes	Vincent M. made a motion to approve the minutes of the June 25, 2008, Promotions Committee and Rich L. seconded it.	Minutes accepted without changes or amendments
Business directory review of materials	<p>The committee reviewed the materials that will part of the door-to-door distribution package. The committee reviewed a "fall highlights" flyer and offered suggestions on the design.</p> <p>The committee discussed inserting tickets into the package for the "When Elvis met 'Cilla" show that is part of Six Cornucopia. The committee agreed to insert 5,000 pairs of tickets and distribute them closest to Six Corners.</p>	Get package distributed by Aug. 25
Website	The website is fully functional but content needs to be added before the launch. All 130 Six Corners businesses must be updated. The content richness was decided to be important so the first impression is a good one. Could be ready by next week.	E-mail links to committee for new review.
Six Cornucopia	<p>The committee discussed this Sept. 13 event, focusing on the evening entertainment, "When Elvis met 'Cilla: An evening with the King." Mike O., who is overseeing this portion of the event, put together a flyer. He wants to create handbills to distribute beyond Six Corners.</p> <p>Mike O. will write a letter to Priscilla Presley in hopes she will contact us about the event. Mike will say a few words to introduce the evening's movie, "King Creole." This introduction would be a perfect time to work in any correspondence from her.</p> <p>A food vendor is still being sought for the fest after last month's leads did not pan out. The best place for a food vendor would probably be on the north side of Irving west of Cicero.</p>	<p>Create and print handbills.</p> <p>Mike O to write letter.</p> <p>Joe A. to contact Custer's Last Stand organizer. Ed B. to contact</p>

Promotions Committee minutes approved

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	Publicity will begin this week for the fest itself.	special events companies. Launch PR.
Google/You Tube	Several Six Corners businesses now have an expanded Google listing thanks to the association's efforts. A couple videos have been posted to YouTube and more are ready to be posted. You Tube provides tracking numbers for who watches the videos, so the association will be able to track the response to this project.	Continue posting and expanding listings.
Tote Bag	Nothing new. A vendor has to be found.	Order bags
Marketing workshop	The idea was proposed to hold a marketing training workshop for Six Corners businesses in the fall. The general consensus was to look into the idea to get details on the program and the costs.	Ed B. to get details on program and costs.
Brochure display	Feedback was requested on whether businesses would use brochure displays for the new business directory. Two models – one large and one small – were reviewed. The owners present said the models looked fine.	Order minimum amount of each model.
WaMu Business Spotlight	Two representatives from Washington Mutual attended the meeting and talked about the bank's Business Spotlight program. The bank will distribute marketing materials for a select business, but the program is only available to businesses with a WaMu business account.	NA
Adjournment	The meeting was adjourned about 6:50 p.m. The next meeting of the Promotions Committee was scheduled for 6 p.m., Aug. 26, at Meisa Café, 4908 W. Irving Park Road.	Meeting adjourned.