



Six Corners Association

Promotions Committee minutes approved

Promotions Committee
July 29, 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 (5): Vincent Mastromauro, Joe Angelastri. Linda Stagner, Joe Oliveri and Ed Bannon	NA
Approval of minutes	Joe A. made a motion to approve the minutes of the June 21, 2009, Promotions Committee meeting and Ed B. seconded it.	Minutes accepted without changes or amendments
Six Cornucopia	<p>The following suggestions were made for the Six Cornucopia. Add a popcorn machine. How much will it cost? Where would it go? Could another business be convinced to do this?</p> <p>People could walk around with flags around the intersection.</p> <p>We could purchase another 500 Six Corners shopping bags and have them given away. Is this in the budget?</p> <p>The fest will stay small for this year and next during the streetscape construction. But the plan would be for the fest to expand in 2011.</p>	Continue planning.
Monster Film Fest	The movies have been selected and advertising has begun.	
Progressive dinner review	Ed B. reported that the first progressive dinner went well. And the idea could be marketed to other organizations as an easy fund-raiser.	Ed B. to draft info sheet.
Values Page review	The committee discussed a new way to package the Values Page. Three large ads of Six Corners anchors would top the page. The other ads would be made smaller. The idea would be to market the anchors as well as the small businesses.	Ed B. to get costs on redesigning the page.
Training	Ed B. mentioned that members of the Promotions Committee need to be trained for Six Corners to become a certified Main Street. The training could take place on Nov. 4 in Springfield.	The committee requested more information.
Social networking	Michael Inglimo of PC Here gave a report on his social networking project. He has a list of businesses to target and will focus on these in the next month. Linda Stagner mentioned text messaging a new method of advertising. The consumer signs up for alerts and it doesn't cost the	Get more details.

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	advertiser anything. It's used by Shark Entertainment and Illinois Entertainer.	
Adjournment	The meeting was adjourned about 7 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.