



**Six Corners Association**

Promotions Committee minutes approved

**Promotions Committee**  
**Aug. 25, 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): Sandra Maldonado, chair; Vincent Mastromauro, Linda Stagner, Dennis Wolkowicz, Tony Labarbera and Ed Bannon	NA
Approval of minutes	Linda S. made a motion to approve the minutes of the July 29, 2009, Promotions Committee and Vincent M. seconded it.	Minutes accepted without changes or amendments
Six Cornucopia packets	Ed B. reported that the packets for the Six Cornucopia began to be delivered today. The 20,000 packets will go to households and businesses bounded by Lawrence, Belmont, Central and Pulaski. The packets will include a Six Cornucopia gamepiece, two tickets to the Rick Saucedo show and other advertisements. A sample packet was viewed.	Planning continues
Six Cornucopia store activities	Cindy A. who has been visiting stores said Walgreens plans to have flu shots, the Vitamin Shoppe and Cricket will have outside displays. Scheirer & Popp plans to do free cleanings; Gato & Sons will do a free gold appraisal. Avon Training will be outside as will Bally's.  Cindy will get out this week to rally more businesses to do fun activities outdoors during the fest. Ed and Vince will go out next week after Sept. 1 to continue the push.	Planning continues
Six Cornucopia bags	The committee decided to distribute new Six Corners bags as part of Six Cornucopia. 500 will be ordered with 10 distributed per store to be handed out to participants in the Six Cornucopia. The colors will be changed because the print color was too light on last year's bags. Promotional material such as the new brochure will be inserted in the bag.  Tony L. suggested that one of the bags include a winning ticket to generate excitement about the bags. Ed B. said it was a good idea but there was not enough time to execute that idea before the Six Cornucopia.	Ed B. to order bags.
New business	The next Girlfriends Night Out is scheduled for Nov. 12.  Ed B. noted that Linda S. mentioned a text-message advertising service at last month's meeting and wondered	NA

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	<p>if Tony L. was the person who knew about that service. Tony L. said he grew up near Laramie and Dakin, so he wants to see Six Corners succeed. He has worked for many years with Dennis W. and Linda S. Tony L. explained that the text-messaging service works by directing customers to subscribe to your business's text messages. Businesses would then send a text to customers to update them on special offers and events. Some businesses have the text messages work as coupons. Instead of showing the paper, you show the message on your phone. The sign-up fee for the text service that Tony L. uses is \$400 and messages cost about 9 to 10 cents each.</p>	
Adjournment	<p>The meeting was adjourned about 7 p.m. The next meeting of the Promotions Committee was scheduled for 6 p.m., Sept. 22 , at Playa Escondida, 3938 N. Cicero Ave..</p>	Meeting adjourned.