



Promotions Committee
Aug. 26, 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 (11): Sandra Maldonado, chair; Vincent Mastromauro, Mike Oelrich, Rich Lang, Rosy Peniche, Alma Deuvic, Val (last name) Dan Pogorzelski, Linda Stagner, Joe Angelastri and Ed Bannon	NA
Approval of minutes	Vincent M. made a motion to approve the minutes of the June 25, 2008, Promotions Committee and Joe A. seconded it.	Minutes accepted without changes or amendments
Business directory delivery of materials	The packets are being delivered, starting Aug. 25, and are scheduled to be completed by Sept. 13.	NA
Website	E-mail announcements and press releases will go out for the launch of the Six Corners website, which is looking awesome	Send out publicity.
Six Cornucopia	Final publicity and plans for the Six Cornucopia are under way. It was suggested to deliver When Elvis met Cilla tickets to all businesses.	Get press release to Dan P. for release in Polish papers
Google/YouTube	Ed B. commented that the Google impressions were surprisingly high although the views were expectedly a small percentage of the impressions. The impressions are the number of times listing appears on the page. The views are the number times that listing gets clicked. Ed B. shows a quick view of the YouTube video views. Also, it was pointed out that the You Tube Insight show search terms people have used to find a business's video. The search terms can be helpful in on-line advertising. The association needs a someone to pick up this project.	Val volunteered to take over.
Tote Bag	The committee discussed purchasing a tote bag. It was decided that a khaki bag with a Six Corners teal logo would look nice. Each business will receive 10 and can purchase more at the association's cost.	Order bags.
Marketing workshop	The schedule for the marketing workshop was discussed. Several dates were decided on for upcoming events. Marketing workshop: Sept. 25	Publicize events.

Six Corners Association

Promotions Committee minutes approved

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	Girlfriends Night Out. Oct. 16 Or Oct. 15 as alternate.	
Adjournment	The meeting was adjourned about 7 p.m. The next meeting of the Promotions Committee was scheduled for 6 p.m., Sept. 23, at Meisa Café, 4908 W. Irving Park Road.	Meeting adjourned.