



Promotions Committee
Sept. 22, 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 (7): Sandra Maldonado, chair; Richard Lang, Vincent Mastromauro, Joe Angelastri, Dennis Wolkowicz, Howard Silver and Ed Bannon	NA
Approval of minutes	Vincent M. made a motion to approve the minutes of the Aug. 25, 2009, Promotions Committee and Joe A. seconded it.	Minutes accepted without changes or amendments
Six Cornucopia	<p>The committee reviewed the Six Cornucopia. Raffle tickets almost doubled from last year but the show attendance was not much higher than last year. This was attributed to the Sunday time of the show and competition with the Bears game. A car show should be added to complement the Elvis show.</p> <p>To increase attendance even more, we will distribute two Elvis tickets in every packet next year. Two tickets to the Monster Film Fest will also be included.</p> <p>To test whether printing the Six Cornucopia game piece on heavier card stock is worthwhile, we will print half the game pieces next year on the heavier stock and see which we get more of.</p> <p>The on-street entertainment was determined to be successful but a little pricey. An effort should be made to get entertainment at a lower rate. The entertainment for 2010 will be closely reviewed.</p> <p>In addition to the door-to-door advertising, Joe A. suggested doing a second insert in the local paper and/or neighborhood newsletters. The budget impact of this will be reviewed.</p> <p>Sandra M. suggested relocating the face painters near the stage to increase the activity there.</p> <p>We need to try for more sponsorships to offset costs. Also, Joe A. recommended that staff research activities for the businesses for when fest-goers enter their store. The stores might be willing to do more to improve the</p>	<p>Ensure Elvis show is on a Saturday.</p> <p>Ed B. to locate a show organizer.</p>

Six Corners Association

Promotions Committee minutes draft

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	fest-goers experience but lack the knowledge or time to research possibilities. Six Corners staff should have activities and prices researched so businesses could commit and Six Corners could set up the rest.	
Values page update	An RFP is to be issued soon.	
Portage sign	An RFP is to be issued soon.	
Adjournment	Sandra M. suggested that the meetings be moved to 1 p.m. going forward. The committee agreed. The meeting was adjourned about 2 p.m. The next meeting of the Promotions Committee was scheduled for 1 p.m., Oct. 27, at Playa Escondida, 3938 N. Cicero Ave.	Meeting adjourned.