



Six Corners Association

Promotions Committee minutes approved

Promotions Committee
Sept. 23, 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 (): Sandra Maldonado, chair; Richard Lang, Vincent Mastromauro, Joe A. Alma Duemic and Ed Bannon	NA
Approval of minutes	Rich L. made a motion to approve the minutes of the Aug. 26, 2008, Promotions Committee and Vincent M. seconded it.	Minutes accepted without changes or amendments
Sidewalk bazaar	<p>On the rainiest day in Chicago history, 243 people came to the Portage to watch Elvis impersonator Rick Saucedo. That kind of attendance on such a terrible day is a good sign. The committee discussed plans for next year. It was agreed to book Rick Saucedo again and to try to incorporate a Viva Las Vegas theme to the raffle by making the top prize a trip to Vegas. The movie could be Viva Las Vegas. An appearance by Ann-Margret was suggested. To increase the appeal of the show to more ages, it was suggested that an Elvis magician perform before the Rick Saucedo show.</p> <p>Given some interest by some businesses in becoming "instant winner" sponsors, it was discussed how to select them. The committee decided an application for Instant Winner could be created and the committee would select from there. The selection criteria was not decided.</p> <p>Sandra M. raised the possibility of businesses being allowed to provide more than one stamp. She felt that service businesses were at a disadvantage because they cannot offer a product or food like a retail business or restaurant. The committee discussed the practical implications and issues of fairness but did not come to a decision.</p> <p>Other things to add or enhance included: a Cornucopia "kit" for businesses to raise their excitement level, create a buzz in front of the Portage, arrange to distribute game pieces at Sears, Walgreens, Jewel and FFM, add food vendors, possible insert in Nadig and more booths on the street.</p>	Prepare detailed planning schedule for 2009.

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Google/You Tube stats	The committee reviewed the stats on the Google local business listings since the August launch. The overall total was up, but only due to an increase in hits for Villa Roma. L.A. Tan was also up slightly. The You Tube views totaled 1,035.	NA
Marketing workshop	A Marketing 101 workshop was held on Aug. 25 with 14 in attendance. The marketing consultant of Blue Daring Consulting did an excellent job of laying out some basic principles of marketing.	Follow-up with those who attended.
Portage holiday show	Last year the Portage Theater held a very good show called the Christmas Spectacular. Joe A. suggested we should sponsor this event again and pass out more tickets.	Ed B. to check with Dennis.
Adjournment	The meeting was adjourned about 7 p.m. The next meeting of the Promotions Committee was scheduled for 6 p.m., Oct. 28, at Meisa Café, 4908 W. Irving Park Road.	Meeting adjourned.