



Promotions Committee
Oct. 27, 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 (8): Sandra Maldonado, chair; Richard Lang, Vincent Mastromauro, Joe Angelastri, John Arena, Dennis Wolkowicz, Cindy Abbinanti and Ed Bannon	NA																																																																																										
Approval of minutes	Rich L. made a motion to approve the minutes of the Sept. 22, 2009, Promotions Committee and Joe A. seconded it.	Minutes accepted without changes or amendments																																																																																										
Monster Film Fest review	<p>Ed B. reported that attendance for the Monster Film Fest was down from last year mainly due to a decrease in free ticket distribution.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="6" style="background-color: black; color: white; text-align: center;">Six Corners Monster Film Festival Trend</th> </tr> <tr> <th colspan="6" style="background-color: black; color: white; text-align: center;">Attendance report</th> </tr> <tr> <th></th> <th colspan="5" style="text-align: center;">TOTALS</th> </tr> <tr> <th></th> <th>2007</th> <th>2008</th> <th>2009</th> <th>Change</th> <th>% Change</th> </tr> </thead> <tbody> <tr> <td>Total attendance</td> <td>596</td> <td>872</td> <td>428</td> <td>-444</td> <td>-50.9%</td> </tr> <tr> <td>VIP passes/comps</td> <td>21</td> <td>154</td> <td>25</td> <td>-129</td> <td>-83.8%</td> </tr> <tr> <td>School guest passes (individual)</td> <td>32</td> <td>NA</td> <td>NA</td> <td></td> <td></td> </tr> <tr> <td>School/Family passes (family)</td> <td>47</td> <td>165</td> <td>NA</td> <td>-165</td> <td>100.0%</td> </tr> <tr> <td>Media pass</td> <td>8</td> <td>0</td> <td>NA</td> <td></td> <td></td> </tr> <tr> <td>Subtotal passes/comps</td> <td>104</td> <td>154</td> <td>25</td> <td>-294</td> <td>190.9%</td> </tr> <tr> <td>Half price coupons</td> <td>128</td> <td>50</td> <td>44</td> <td>-6</td> <td>-12.0%</td> </tr> <tr> <td>Half price with 6C receipt</td> <td>39</td> <td>NA</td> <td>NA</td> <td>NA</td> <td></td> </tr> <tr> <td>Sub total half and 6C</td> <td>167</td> <td>50</td> <td>44</td> <td>-6</td> <td>-12.0%</td> </tr> <tr> <td>Full price at door</td> <td>325</td> <td>230</td> <td>359</td> <td>129</td> <td>56.1%</td> </tr> <tr> <td>Ticket revenue</td> <td>\$4,075</td> <td>\$2,550</td> <td>\$2,900*</td> <td>350</td> <td>13.7%</td> </tr> </tbody> </table> <p>*estimated</p> <p>The event ran smoothly, especially Friday's Svengoolie appearance, with everyone in the autograph line receiving Svengoolie's autograph. Ticket revenue was up slightly. Ed B. noted the event could use more promotions, which it had</p>	Six Corners Monster Film Festival Trend						Attendance report							TOTALS						2007	2008	2009	Change	% Change	Total attendance	596	872	428	-444	-50.9%	VIP passes/comps	21	154	25	-129	-83.8%	School guest passes (individual)	32	NA	NA			School/Family passes (family)	47	165	NA	-165	100.0%	Media pass	8	0	NA			Subtotal passes/comps	104	154	25	-294	190.9%	Half price coupons	128	50	44	-6	-12.0%	Half price with 6C receipt	39	NA	NA	NA		Sub total half and 6C	167	50	44	-6	-12.0%	Full price at door	325	230	359	129	56.1%	Ticket revenue	\$4,075	\$2,550	\$2,900*	350	13.7%	<p>Revise Six Cornucopia as a fall festival. Friday night would be a Svengoolie appearance and Saturday would be the Treasure Hunt and Elvis/Rick Saucedo show. Check the dates of Sept. 24-25, 2010, for the next Six Cornucopia.</p>
Six Corners Monster Film Festival Trend																																																																																												
Attendance report																																																																																												
	TOTALS																																																																																											
	2007	2008	2009	Change	% Change																																																																																							
Total attendance	596	872	428	-444	-50.9%																																																																																							
VIP passes/comps	21	154	25	-129	-83.8%																																																																																							
School guest passes (individual)	32	NA	NA																																																																																									
School/Family passes (family)	47	165	NA	-165	100.0%																																																																																							
Media pass	8	0	NA																																																																																									
Subtotal passes/comps	104	154	25	-294	190.9%																																																																																							
Half price coupons	128	50	44	-6	-12.0%																																																																																							
Half price with 6C receipt	39	NA	NA	NA																																																																																								
Sub total half and 6C	167	50	44	-6	-12.0%																																																																																							
Full price at door	325	230	359	129	56.1%																																																																																							
Ticket revenue	\$4,075	\$2,550	\$2,900*	350	13.7%																																																																																							

Promotions Committee minutes DRAFT

Item	Information	Action
	<p>when it was first established and had resident support by Adrienne O'Brien. An enthusiastic resident could give the event a shot in the arm for next year.</p> <p>Joe A. raised a proposal to combine the Monster Film Fest and Six Cornucopia. He said the association should focus its resources on one event instead of spreading itself over two events. Also, the event could be billed as a Halloween kick-off, which might get Fantasy Costumes more involved. The combined event would bring together the successful aspects of the two events -- the Svengoolie appearance and the Elvis show. Ed B. noted a kick-off event could be an opportunity for a resident who said they were interested in helping to make Six Corners the Halloween Capitol of Chicago or the World.</p> <p>Dennis W. raised a red flag of trying to market two disparate appearances -- Svengoolie and Elvis -- together. Ed B. said the "Cornucopia" title helps because it can include anything. John A. said it would be a design challenge.</p> <p>John A. raised the possibility of marketing Halloween related events at the Portage in October under one banner. Dennis said it could work, depending on how the marketing would work. Ed B. wondered how it could be arranged and who would fund the marketing. If one of the reasons for combining the two events is to focus resources, then also marketing the monster movies at the Portage goes in the opposite direction.</p> <p>Sandra M. wondered if part of the event could include something more kid or family friendly because the two shows do not attract a large amount of children. Ed B. said the family stage of the Cornucopia would be family friendly.</p> <p>John A. suggested that restaurants could have special October Halloween menu specials and they could decorate for Halloween. Joe A. suggested contacting the Friends of Dickinson Playground to see if they want to hold their children's pumpkin fest, which was held for the first time on Sunday, Oct. 25, and Six Corners sponsored in part.</p> <p>The committee decided to tentatively schedule the next Six Cornucopia on the last weekend in September, pending the schedules of the planned entertainers and locations.</p>	
Values Page	Ed B. requested that the item be tables.	Tabled.

Promotions Committee minutes DRAFT

Item	Information	Action
update RFP		
Portage sign RFP	Ed B. requested that the item be tables.	Tabled.
New business: Window clings	Ed B. reported that an inexpensive vendor for printing Six Corners window clings was found. He said the size would be about 2.5" x 3". Dennis W. said that seemed small and that the size should be closer to 4 x 4. Ed B. said he would match the size of the Yelp Chicago decals.	Order decals
New business: Santa's visit	Ed B. reported that the Portrait Studio at Sears and Sears have tentatively agreed to partner with Six Corners to do a Santa's visit at Sears on Nov. 15, Nov. 28-29 and Dec. 5-6. Six Corners Association has agreed to lend its marketing efforts.	Confirm details with the portrait studio.
New business: Streetscape marketing	Joe A. said we should press for Open During Construction Signs and we should work on sandwich signs to direct shoppers around the fences. Cindy A. said the sandwich signs might be too low, so we should try hanging banners. We should also check to make sure the lighted signs pointing on Milwaukee pointing to the Laporte parking and get moved to Irving for next year. Joe A. said the Gale Street Inn post's a construction update twice a week on its website and that we should look into doing that too.	
New Business: Targeted Promotions	John A., presented a memo on Targeted Promotions Concepts. It listed categories of businesses that could be targeted a specific times of the year. For example, for spring, local shoe stores could be targeted because Famous Footwear is schedule to open in March and Sears, Marshalls, Shoes by Andrea and Rasenick's all sell shoes. With several shoe stores, Six Corners has a critical mass that would make the marketing worthwhile. The memo also suggested promotions tactics such as postcard drops, single-day events or newspaper ads.	Ed B. to research costs and numbers.
New Business:	Joe A. suggested that Six Corners should re-examine buying ads on the Metra train viaduct on the east side. Six Corners could buy the middle space and sell the left and right sides. The North Center Chamber does this.	Ed B. to research costs.
Adjournment	The meeting was adjourned about 7 p.m. The next meeting of the Promotions Committee was scheduled for 1 p.m., Nov. 24, at Playa Escondida, 3938 N. Ciceo Ave..	Meeting adjourned.