



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%; text-align: center;"> <thead> <tr> <th colspan="6">Six Corners Monster Film Festival Trend</th> </tr> <tr> <th colspan="6">Attendance report</th> </tr> <tr> <th></th> <th colspan="5">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

| 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 tabled. | Tabled. |

Promotions Committee minutes

| 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. |