



Six Corners Association

Promotions Committee minutes unapproved

Promotions Committee

Dec. 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): Michael Inglimo, chair; Richard Lang, Mark Goles, John Arena, Tony LaBarbera, Jackie Duleba and Ed Bannon	NA
Approval of minutes	Rich L. made a motion to approve the minutes of the Oct. 27, 2009, Promotions Committee and Ed B. seconded it.	Minutes accepted without changes or amendments
New chairman business	<p>Ed B. noted that Michael I., owner of PC Here, has graciously agreed to be the new committee chair.</p> <p>Michael noted that the committee's mission is to market a positive image of Six Corners. But he asked who are we marketing to? We are going to try to come up with a three point plan to market to businesses, the local public and the city government. We have to market ourselves to the Daley administration and get a connection with Mayor's Office of Special Events.</p> <p>The National Main Street organization has provided forms to move things along. One form is the work plan that breaks down tasks, assigns who will complete them, a deadline and a budget. Michael wants e-mails so he can communicate that way and then we'll work on e-mails to all Six Corners businesses.</p> <p>Ed B. explained the revisions to the agenda. The agenda will be driven by the work plan. No item will be on the agenda unless it is on the work plan. Items will be discussed as active tasks based on where we are at in the planning. Items that do not require attention will be listed as "backburner tasks". Ed B. also noted that The Lakota Group has been hired by the association to reviewing the committees' work plans so revision might be coming in February or March if the committee chooses to follow the Lakota recommendations.</p>	NA
Hold Six Cornucopia	Ed B. reviewed that the Six Cornucopia has been modified for 2010, absorbing in a way the Monster Film Fest. The Svengoolie appearance, which is the most successful part of the Monster Film Fest, will be added to	Ed. B. to draft committee structure, timeline and budget.

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	<p>the Six Cornucopia on Friday, Oct. 8. Then the usual Treasure Hunt and Elvis/Rick Saucedo appearance will be held on Oct. 9 Ed B. stressed the need for volunteers to take on parts of the fest this year.</p> <p>Tony L. said that the 90th anniversary of the Portage Theater is in 2010. We should make some kind of big splash on the Saturday of Six Cornucopia for the 90th anniversary of the theater. Tony L. said he is in touch with longtime friend Dennis DeYoung of Styx to perform with Chicago Symphony Orchestra. Tony says it's under serious consideration and he will report back at the next meeting. He agreed that the show could be done outside the Six Cornucopia but he thought it would be a good addition to the fest.</p>	
Review Santa Promotion	<p>Ed B. review the Santa appearance at Sears. He said it went OK for the first year. The promotion could have been better and the Sears Portrait Studio did not get a ton of business from it. A couple of problems were that the Sears located the event in the women's clothing department, not the toy department. Also, to buy photos, customers had to take the elevator to the portrait studio. We will check after the holidays to see if Sears wants to do the event again Ed. B. noted that Fantasy Costumes sponsored the event by providing the Santa costume and the Fantasy business cards were available at the event.</p> <p>As an alternative, committee members suggested a traveling Santa appearance where Santa would walk from store to store. Another suggestion was to create a North Pole Winter Wonderland in an empty storefront. John A. suggested you could put a countdown in the window to create some buzz. Mark G. said he could help with props. Michael I. said it has to be open on Black Friday. Michael I. said we need to check whether a permit would be needed for that use.</p>	<p>Ed B. to check in with Sears about the Santa event.</p> <p>John A. to check on permit question.</p>
Organize Girlfriends Night Out	<p>Ed B. explained a new approach to getting a qualified audience to a 2010 Girlfriends Night Out. It would be a customer appreciation format. Six Corners businesses would give out invites to their best customers. The idea would be not only that the businesses could show some appreciation to their customers but also that a good customer at one store could be a good customer at another store -- the logic being that someone who is already accustomed to coming to Six Corners for one thing, will go to another store for something else.</p>	<p>Ed B will contact the parents committee reps and see if they want to do a GNO in early 2010.</p>

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	<p>The partnership with Old Irving Park Association Parents Committee went great. Ed B will contact the parents committee reps and see if they want to do a GNO in early 2010. We could then do a customer appreciate in October or November.</p> <p>Michael I. said follow-up via e-mail is key.</p>	
<p>Hang sin with brochures in Portage lobby</p>	<p>The committee discussed the map and brochure holder for the Portage. Tony L. said 20 is a good number and we should try to have them uniform. Have businesses do tri-fold brochures. Have them put coupon in each one. Ed B. said it might be hard to get all businesses to follow the same format.</p> <p>A subcommittee consisting of John A., Mark G. and Rich L. will be at 1 p.m. on Jan. 13 at the Portage to discuss a design and possibly draft an RFP. Mark G. volunteered to do a sketch up of a map. As soon as we know the size, we will begin soliciting brochures from businesses.</p>	<p>Hold meeting on Jan. 13.</p>
<p>Update Values Page</p>	<p>Ed B. noted that an RFP has been distributed</p>	
<p>Discuss Work Plan additions/ amendments</p>	<p>Michael I. talked about the possibility of hold spontaneous events around Six Corners. The next holiday we can plan for is Groundhog Day. Maybe we can have a "Find the Groundhog contest." If you find the ground hog, you get a prize or discount at a designated store.</p> <p>The committee discussed window decorations. Maybe for Valentines Day a window artist could be hired. For Christmas 2011, a window decorating contest could be held.</p> <p>Tony L. talked about a texting service he offers. People sign up for texting list. They get a text once-a-month. It's like hand-held coupon on people's phones. The idea would be to have all the businesses signing up for the list. He said it's very low cost and you can get to the immediately. Most people with cell phones check text messages. Michael I. suggested he submit a proposal for the next meeting and it will be added to the agenda for January meeting.</p>	
<p>Adjournment</p>	<p>The meeting was adjourned about 2:20 p.m. The next meeting of the Promotions Committee was scheduled for 1 p.m., Jan. 26, at PC Here, 4055 N. Milwaukee Ave.</p>	<p>Meeting adjourned.</p>

