

# Promote Committee Minutes

Thursday, June 6th, 2019 - 8:40am-10:40am

Wicker Park Bucktown Chamber of Commerce - 1414 N. Ashland Ave.

*In attendance: Rebecca Dohe (Committee Chair), David Ginople (Commission Chair), Elaine Coorens (Voting member), Fernando Moreno (Voting member)*

*Staff: Alice Howe (Program Specialist), Pamela Maass (WPBCC Executive Director)*

## 1. **Holiday Decorations**

- a. The committee reviewed Hermans' Christmasland's quote and snowflake example.
- b. Staff will follow up with the following questions and concerns:
  - i. Can the snowflakes be painted with glitter paint?
  - ii. Does Illuminight have a maintenance package price/plan?
  - iii. Do we have the option placing a down payment in 2019 with the final payment in 2010?
  - iv. What date do they need to be approved by to give them proper production time?

## 2. **Neighborhood Promotional Campaign**

- a. The committee reviewed the draft RFP for the 2020 marketing campaign.
- b. FM will be setting up an appointment for a professor and the committee to review everything on June 20<sup>th</sup> or 21<sup>st</sup>.
  - i. RD would like to have something more visual to present at this meeting.
- c. This project is tentatively set to end October 15<sup>th</sup>, 2019.

## 3. **"Name our Gnome" contest**

- a. Staff will begin tagging #nameourgnome on social media.
- b. The chamber will have one of the SSA Orange Gnome's at their booth during Wicker Park Fest for name submissions.
- c. We will choose a name to be revealed at our holiday party.
- d. The committee suggested getting local gift certificates to award the chosen winner.

## 4. **606 Bike Lights**

- a. RD suggests removing them mid-January, similarly to the snowflakes.
- b. The committee is interested in extending the installation to other overpasses but will probably have to wait until next year.

### **2019 Promote Committee Schedule**

June 27 (July meeting, one week earlier)

September 5

October 3

November 7

December 5