

Promote Committee Minutes

Thursday, September 5th, 2019 - 8:45am-10:45am
Wicker Park Bucktown Chamber of Commerce - 1414 N. Ashland Ave.

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

Guest: Lela Dyrkacz (Chopin Theatre-Community Grant Applicant)

Staff: Alice Howe (Program Specialist), Garrett Karp (Program Manager)

1. Chopin Theatre Application – “Worldview Showcase”
 - a. In advance of this meeting, GK notified applicant that budget for 2019 is tight and the committee has already allocated more funding for Community Grants than initially budgeted.
 - b. Lela presented the committee with a draft schedule of performances. She also updated the committee on the progress of Chopin Theatre’s book project, which received SSA 33 funding and is still not completed
 - c. Committee members expressed some concern about funding an additional project while the book project was incomplete
 - d. GK reminded the committee (for both applications at this meeting) that it is an option to award partial funding instead of the full amount in order to stay under budget.
 - e. DG would like to Chopin Theatre to bring more visual examples to make a case for approval at 9/18 Commission meeting

Motion 1: The Promote Committee moves to approve funding not to exceed **\$5,000** from line item **1.10 (Community Grants)** for Chopin Theatre’s “Worldview Showcase” taking place from September 19th – November 4th. (19-0906)

*DG motions. FM seconds. EC opposed. **Motion Passes.***

Motion 2: The Promote Committee moves to approve funding not to exceed **\$2,500** from line item **1.10 (Community Grants)** for BIDE Market taking place on September 14th at Exchange312, 1714 W. Division Street. (19-0907)

*DG motions. EC Seconds. All in favor. **Motion Passes.***

2. Neighborhood Branding
 - a. Previously discussed partnership with City College of Chicago is unlikely to happen in 2019
 - b. SSA Staff will begin reaching out to prospective residents and businesses owners to host a one-off brainstorming meeting for marketing concepts to mock-up for audience testing.

- c. Staff will work in-house to draft mockups and then students can be used for audience testing to determine a focus.
- 3. Door hangers
 - a. Staff will create a snow removal and sidewalk maintenance card to distribute door-to-door in November to remind businesses to shovel their sidewalks (with other SSA information present)

Motion 3: The Promote Committee moves to approve funding not to exceed **\$500** from line item **1.07 (Print Materials)** for the printing and distribution of snow removal and sidewalk maintenance cards for distribution prior to Winter 2019/2020. (19-0908)

*DG motions. EC seconds. All in favor. **Motion Passes.***

- 4. Park District Partnership for 606 Bike lights
 - a. SSA staff met with Vivian Garcia (Chicago Park District 606 Manager) to discuss yearly scheduling of 606 Bike Likes at Damen overpass (and future partnership ideas)
 - b. Staff will be submitting a permit application for the bike lights to be re-installed starting on November 1st.
 - c. Expansion onto the Western Ave. overpass was discussed but will likely not happen until 2021.
- 5. Holiday Decorations update
 - a. New holiday decorations have been ordered (525 new white metal snowflakes)
 - b. They will be purchased rather than rented
 - c. GK presented updated 5-year financial breakdown
 - i. This purchase will make Promote Committee's budget tighter for 2019 and 2020 but will save SSA significant money in the long-run
- 6. Name the Gnome
 - a. Over 3,000 suggestions were submitted for the name of the SSA's mascot at Wicker Park Fest in July
 - b. The top 20 names have been selected by staff and a poll will be circulated on social media and online to select the winning name by the holidays