

## Guide Development Committee

Tuesday, October 9th, 2018 - 8am-9am

Goddess & The Grocer - 1649 N Damen Ave

In Attendance: Brent Norsman (Chair), Marcy Huttas (Chair), Nicole Miller (Voting member), Pamela Maass (Chamber Executive Director), Alice Howe (SSA Program Specialist)

1. Ambassador Update
  - a) An email check in was sent to participants to update them on their latest rebates and how much more they can earn from walks
  - b) Weekly walks will be suggested in emails moving forward
2. Revision for applications
  - a) SSA staff is moving towards simplifying current rebate applications to have more synchronism and to eventually be available as an online form.
3. Window Works update
  - a) AH will talk with Chamber graphic designer to create decal for participating businesses
  - b) Add LED lighting to be provided maybe by artists through the night
  - c) Mass email neighborhood brokers to discuss this program
  - d) Brokers should be SSA staff main point of contact for this program
4. New marketing campaign for the holiday season
  - a) Highlight all of the unique businesses, both small and locally owned, the larger corporations and restaurants
  - b) These campaigns will target billboards next to the Blue Line stops

*Motion 1:* To approve spending not to exceed \$10,000 for graphics, billboard and marketing for a new campaign to target billboards near Blue Line stops to highlight Wicker Park and Bucktown shopping and restaurants. (18-1001).

**BN motions. NM seconds. All in favor. Motion passes.**