

Promote Committee Minutes

Thursday, November 1st, 2018 – 8:40 am – 9:45 am

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

In attendance: Rebecca Dohe (Chair), Fernando Moreno (Voting member), Elaine Coorens (voting member), Alice Howe (SSA Program Specialist), Pamela Maass (WPBCC Executive Director), Garrett Karp (SSA Program Manager)

1. AH will change the RFP date for our 2018 annual report so it can be voted on by the Commission in December.
2. Committee reviewed SSA/Chamber PR contract with the Silverman Group – they have been successful in many press releases for our projects and programs in the past, including: the Hebru Brantley mural, the WPB Ambassador Program and our Orange Planters. Both SSA and Chamber have been satisfied with their work so far.
3. Illuminight has received approval from 32nd Ward to move forward with the bike lights on the 606. The money for this project was motioned in 2017.
4. SSA staff has been revising the grant applications and will continue to simplify them and eventually uploading them to be a google form.
 - a. EC suggests we add language to the application that reminds applicants of the committee's discretion.
 - b. Application should have a question to determine what category the grant falls within.
5. Committee discussed the "Get Off in WPB" campaign. There were questions about the choice of colors and lack of SSA logo on the proposed images.
 - a. Committee agrees that there needs to be consistent branding throughout all committees' programs.
 - b. RD suggests we consider newly branded banners to match the billboards.

Motion 1: RD motions to approve to continue our PR contract with the Silverman Group in 2019 and to pay for half of their services in conjunction with the WPB Chamber of Commerce, which totals \$1,500 per month with a grand total \$18,000 for the year from line item 1.09 (PR/Media Relations). 18-1101