

Promote WPB Committee
Minutes
March 2, 2017

In attendance: Rebecca Dohe (chair), Elaine Coorens, Pamela Maass (executive director), Michael Ashkenasi (ssa program specialist), Jessica Wobbekind (managing director)

1. The committee reviewed grant applications

a. CIMM Fest

Motion 1: to approve the funding of CIMMfest “Spring Fling” to take place April 21 through April 23, 2017 and other programming to take place throughout the year in the amount of \$2,000 from line item 1.02 (special events).

EC motions, RD 2nd, all in favor

b. Collaboraction 2016/17 season of programming

Motion 2: to approve the funding of Collaboraction’s 2016/17 season of programming in the amount of \$5,000 from line item 1.10 (community grants)

EC motions, RD 2nd, all in favor

- c. Monique Meloche, *on the wall* – EC does not think the draw is big enough, it is on display in an area that does not have a lot of foot traffic. The committee has funded it for many years but would like to see some other projects funded. They can reapply for September if there is money still available

2. The committee discussed the annual report- JW provided an update, the budget will only show 2 years because the City has changed the format. Showing past years will only be confusing and misleading. There will be a note to refer back to the SSA website for more detailed budget information.

3. The committee discussed the WHERE neighborhood guide.

- a. WHERE is adding navigation panes
- b. JW will request that there are NO ads on the seams

4. The committee discussed 2017 planning

- a. We need to spread the word about community grant opportunities
- b. Update our logo, color scheme
- c. Tagline
 - i. Do we need a tagline?
 - ii. What do other Chambers, SSAs, neighborhoods do?
 - 1. How to we include the Chamber?