

Promote WPB Committee  
Minutes  
May 10, 2017

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

1. The committee discussed the grant application from the WPBCC Farmers Market for music at the market
  - a. EC asks if there are going to be printed materials at the community table and comments that often there is no one at the table.

*Motion:* to fund the music programming at the Wicker Park Farmers Market in an amount the amount of \$1100 from line item 1.10 community grants.

EC motion, RD 2nds, all in favor

2. The committee discussed rebranding / logo re-design for the SSA
  - a. RD – the branding with the Chamber should be cohesive
  - b. JW will put out an RFP for the project
  - c. Note- Guide Development wants to develop a market study / promotional piece, should this be put on hold until the branding is complete?
    - i. This would be a joint project with the Chamber
    - ii. JW plans to reach out to Teska for this project
3. The committee discussed other possible projects for the year
  - a. Holiday lighting
  - b. Wicker Buck at Churchill Park
  - c. Hand-outs- esp. branded bags