

Promote WPB Committee
January 6, 2012
Minutes

In attendance: David Ginople (chair), Josh Chicoine, Elaine Coorens, Brent Norsman, Laura Weathered, Adam Burck (ED, WPBCC), Jessica Wobbekind (PM, SSA)

1. There was a brief discussion about updates from the Executive Committee meeting on 1/5/12
 - a. There is concern about the number of voting members on committees- how many is too few and too many?
 - b. Should the Promote WPB Cmte. review all grants, should there be more time spent promoting?
 - i. EC stated that she sees the advantages of grants going to the Promote Cmte or the related committee BUT if they don't all go through Promote, it would be easy to lose a sense of the whole picture.
 - ii. LW- "the Promote Cmte. has never had a marketing strategy"
 - iii. AB- how do we promote SSA- hire a PR firm, through press releases, or what?
 - iv. BN- the email newsletter used to have more SSA listings
→ how can we tweak the format, updates need more attention
 - c. The mission statement should be mentioned more often, people need to be reminded of it. It should be shortened to one sentence.
 - d. The Chamber and the SSA need to do more collaborations, there is agreement that there should be a joint marketing committee that will come up with a joint promotional strategy.
2. Grant Review:
 - a. Discussion of the First Fridays at the Flat Iron grant, submitted by Charlie Rees
 - **Motion 1:** to approve the funding of \$5000 from Line 1.06 for the First Fridays event at the Flat Iron Building with the request that the Flat Iron Artist's Association more of an effort at PR and perform more local outreach.
[if granted this will be awarded \$1,250 from 1Q, 2Q, 3Q, 4Q in Arts]
 - b. Discussion of the CIMM Fest grant application by Josh Chicoine, after a quick explanation of the proposal, Mr. Chicoine left the room. Ms. Weathered recused herself from voting.
 - **Motion 2:** to approve the funding of \$5000 from Line 1.06 for CIMM Fest.
[if granted this will be Arts, 2Q]
3. Polish Triangle Update- JW met with the Office of Special Events, the planning for the market is moving forward for 2012.
4. SSA Website has been updated and JW is in process of entering in new information, 2012 forms.