

Promote WPB Committee
January 27, 2012
Minutes

In attendance: David Ginople (co-chair), Brent Norsman (co-chair), Josh Chicoine, Wendy Kauffman-Stachowiak, Adam Burck (Executive Director), Jessica Wobbekind (program manager)

1. Grant Reviews

- a. The Committee discussed the application for State Theatre's, *A Crowded House: An Explosion of "The Winter's Tale"* requesting \$500.

Motion 1: to approve funding of \$500 from line item 1.06 for the State Theatre's performance of *A Crowded House: An Explosion of "The Winter's Tale"*.

- b. The Committee discussed the application requesting \$4000 from ACM for the "Sound of Silent Film Festival"
- i. They have been awarded grants in the amount of \$1200 for the past two years.
 - ii. The event has been shown to be successful and has grown significantly.

Motion 2: to approve funding of \$2000 from line item 1.06 for ACM's "Sound of Silent Film Festival".

2. The Committee discussed the Time Out Chicago Wicker Park & Bucktown Neighborhood guide.

- a. There are two options for the guide (same cost)
 - i. The TOC neighborhood guide- 100% driven by the TOC staff
 - ii. "Powered by" TOC- WPB would have more editorial direction
- b. These can be in the fold-out format that we have used in years past or in a 16 pg booklet
- c. WPB will get the back page and 3-4 pages to use however we want in both the foldout and the booklet. This is the same amount of space we have had in the past.
- d. Discussion/questions:
 - i. Can we have the center spread?
 - ii. Can we put out QR code in either option on our pages
 - iii. How big does the map need to be, how much detail do we need?
 - iv. Can we have the "make a day of it" theme in either option?
 - v. If we base it on CTA stops, can we also include some bus stops?
- e. The Committee decided that Option 1, (booklet form) the TOC neighborhood guide, is the best for WPB
 - i. We should have an overrun of 30,000 printed (more than last year because they ran out)

Motion 3: to approve the fund not to exceed the \$28,000 for production and printing costs of the 2012 Time Out Chicago neighborhood guide from line item 1.02.