

Promote WPB
August 25, 2009
9:30am at caffe De Luca

Attendance

Laura Weathered
Jamie Simone
Art Sundry
Ellen Wadey
Alisa Hauser

- 1) **Follow-up Report: Do-Division Street Fest:** Report received. Final 10% payment approved. The event raised \$95,348 for the West Town Community. Do-Division kept \$65,798, the West Town Chamber took 10% (\$9,535), and the elementary schools (Anderson, LaSalle and Pritzker) each made \$6,674.
- 2) **Follow-up Report: Wicker Park Fest Kids:** Report received. Final 10% payment approved. They sited that 1,500 people attended the kids' festivities. They would like to have a new location next year as being under the El was challenging.
- 3) **Follow-up Report: FIAA May-August:** We received the final report and approved same. The second trimester drew over 1,600 visitors to the Flat Iron/WPB neighborhood. We discussed recommending more viral/free advertising and less radio (WXRT & WFMT) as they spent \$9,550 on this medium.
- 4) **Grant Application: FIAA September smArt Show:** The FIAA 2nd Annual smArt Show will take place September 11-13. The FIAA has requested \$5,000 to support the advertising of the show on the radio, internet, and through direct mail. **Motion: To approve \$5,000 from line item 1.09 to support the 2nd Annual Fall smART Show.**
- 5) **Grant Application: Prak-sis:** The budget is \$3,500. They requested \$700 (20%). It will be used for print flyers and posters, an insurance fee, rent a tent and projective/sound equipment. **Motion: To approve \$700 from line item 1.09 to support the film/video/performance exhibition they will host on September 19.**
- 6) **Grant Application: Fashion Focus:** We approved up to \$2,500 for 500 bags to be printed with Fashion Focus, SSA #33 and neighborhood materials. We also approved up to \$1,000 for a designer fee and requested they be distributed to 10 stores to hand out. **Motion: To approve \$3,500 from line item 1.09 to support the Fashion Focus event taking place October 21-25 by producing reusable neighborhood tote bags.**

7) **Grant Application: Do-Division Holiday:** We reviewed the request for a minimum of \$5,000. In the last two years, we gave \$11,600 and \$10,800. We approved \$6,350 to specifically fund 70,000 pull-out maps (\$5,800) and \$550 to produce 250 posters. We also requested to see an August 31, 2009 balance sheet of the Do-Division Committee. **Motion: to approve \$6,350 from line item 1.09 to support advertising for Do-Division Holiday.**

8) **Halloween Event: October 31 with Redmoon, and the Chamber.** The committee requested that the Chamber reach out to various neighborhood groups to organize daytime activities to complement the evening spectacle to be performed by Redmoon Theatre. **Motion: To approve \$6,375 from line item 1.09 to support Boo-Palooza advertising and entertainment.**

****Please note: Redmoon will no longer be able to perform for Halloween, but has instead agreed to perform for a holiday event (see below). A replacement group is being determined for Halloween.**

Motion: To approve up to \$10,000 from line item 1.05 to contract with another performance troupe to provide entertainment for Halloween 2009. The \$10,000 signed contract with Redmoon will instead be used for a holiday event.

9) **Holiday Event: December 5 as an extension of Do-Division:** The committee discussed the possibility of having a neighborhood-wide holiday celebration on December 5 to coincide with Do-Division. The Division Street Committee is supportive of the idea. The committee will work with the Chamber to organize activities; a motion is expected in October.

10) **Grant Application: Pipeline Newsletter:** We reviewed a request to sponsor this weekly email newsletter for four months (14 weekly issues). It is currently emailed to 1,100 local addresses each week. **Motion: To approve \$2,800 from line item 1.09 to support the production and distribution of the Pipeline Newsletter. The “We Are WPB” logo will be included in the newsletter.**