

PROMOTE: WPB
COMMITTEE MEETING MINUTES

The committee met on February 25, 2010 from 9:00 – 10:05 at café De Luca, 1721 N Damen.

Present: Mike Hartnett, Laura Weathered; Acting Program Director Eleanor Mayer; Co-Chair Jean Taylor

1. The committee discussed the 2010 Time Out Chicago pull-out guide and decided to move ahead with the project for the April 15 Eat Out Awards edition. This year, the committee would like there to be more SSA input into the final content of the guide and, where possible, thinks it would be good to feature different businesses and organizations than were featured in the 2009 guide. A suggestion was made to reach out the Chamber to see if there are any new businesses that should be highlighted. The committee set a March 10th deadline to get events to Eleanor for the calendar.

The committee will plan a “Coming Out Party” for the Guide.

During the May meeting, the committee plans to evaluate the goals and success of the neighborhood guide in anticipation of re-thinking the structure of a 2011 guide (e.g. should Time Out be used again; would another publication make more sense; would a custom design that is self-distributed be wise, etc.)

2. The committee reviewed the grant application submitted by the West Town Chamber of Commerce on behalf of the Division Street Committee for the Do-Division Street Fest and Sidewalk Sale. \$15,000 was requested; \$7500 was given last year. 2010 anticipated budget is \$156,240; 2009 costs were \$115,402.

Motion: To grant \$7,500 to support the marketing and promotion of the Do-Division Street Fest held on June 5 and 6, 2010.

3. The committee reviewed the grant application submitted by Friends of Pritzger School for the Community Art Project: Birdhouse 2010. \$5,000 was requested; \$2500 was given last year. 2010 anticipated budget is \$6000; 2009’s estimated budget was \$6000 while actual cost was \$2667.05.

Motion: To grant \$1200 to support the marketing and promotion of the Community Art Project: Birdhouse 2010 taking place April 29-May 20, with a live auction on May 22.

4. The committee reviewed the grant application submitted by the Nelson Algren Committee for the Nelson Algren Birthday Party. \$1500 was requested; \$1000 was given last year. 2010 anticipated budget is \$4275.

Motion: To grant \$1000 to support the marketing and promotion of the Nelson Algren Birthday Party held on March 27, 2010.

5. The committee reviewed the grant application submitted by Plasticene Physical Theater for the theatrical production “From a Fading Light.” \$3000 was requested; no prior grants have been awarded or requested. 2010 anticipated budget is \$15,506.

Motion: To grant \$3000 to support the marketing and promotion of the theatrical production “From a Fading Light” held May 12-22, 2010.

6. The committee reviewed the proposed changes to the Grant Application presented by Laura Weathered. Changes were approved and a red-line copy will be available for review.