

Joint SSA/Chamber Meeting

July 1, 2011

Present: Sheila Kailus, Eleanor Mayer, Adam Burck, Stephanie Sack, Brian Wendle, Laura Weathered, Elaine Coorens, David Ginople

- The parties discussed the purpose for the meeting. The Chamber prepared an agenda, which touched on overlapping areas where the joint committee could work together toward a common purpose.
- Laura questioned the identity of the Chamber's membership and things inside its purview.
- Elaine questioned the branding and messaging strategy of the Chamber.
- Adam attempted to respond to the aforementioned inquiries by stating that our initial meeting was to discuss launching the Chamber's website, which is in the final stages of development. Adam also mentioned that a Chamber style guide was created, which is compatible with the SSA's style guide. In fact, the joint Chamber/SSA newsletter was recently released which illustrates such styles.
- Adam stated that the Chamber's role is to connect with the business community, which includes businesses and its customers.
- Stephanie stated that the Chamber recently created a mission statement and has a great deal of positive momentum related to membership and its sidewalk sale.
- Adam suggested that we should focus our efforts on ways to collaborate. To that end, the group discussed the Time Out Chicago Guide, industry-

specific guides and district guides. The group seemed to favor district guides.

- Adam also identified the itinerary portion of Chamber website as an area to parlay into a guide at a later date.
- The group also discussed various industry-specific guides created by UnScene, such as a kid-friendly guide.
- The Art Guide was discussed as something to work on together at a later date as there are plans for a web component and quarterly updates.
- The Chamber is working on finishing its website first and will likely shift its focus to guidebooks as its next project.
- The joint committee discussed placing radio ads to promote the Arts Guide and new Chamber website in October. Everyone at the meeting agreed to look at a 24-month arc of activities for both the Chamber and the SSA to determine what events or projects to promote in radio ads this fall.
- A working group will meet to discuss the next steps toward creating a radio ad campaign at 9:00 a.m. on August 3. There will be a joint meeting of the Chamber's and the SSA's marketing committees at 9:00 a.m. on August 26. The goal is to create a plan for a radio ad campaign that will be submitted for approval at the SSA's September commission meeting.