

PROMOTE: WPB
COMMITTEE MEETING MINUTES

The Committee met on July 1, 2011 from 8:00-9:00 at the SSA Office, 1414 N. Ashland, Chicago, IL

Present: Laura Weathered, Elaine Coorens, David Genople; Eleanor Mayer, Program Manager and Sheila Kailus, Chair

- I. The Committee discussed the Silver Room's grant application requesting \$10,000 for the 9th Annual Silver Room Sound System Block Party — A Better World.

Motion: To approve funding of \$1,500 from line item 1.09 to be used for marketing the 9th Annual Silver Room Sound System Block Party.

[If granted, the funds will be allocated toward business programming in the 3rd quarter of 2011.]

- II. The Committee discussed the Hypocrites' grant application requesting \$5,000 for its production of the *Pirates of Penzance*.

Motion: To approve funding of \$2,500 from line item 1.09 to be used for marketing the Hypocrites' production of the *Pirates of Penzance*.

[If granted, the funds will be allocated toward arts in the 4th quarter of 2011.]

- III. The Committee discussed the opening of the Marketplace on Thursday, June 30, 2011. The Committee also discussed ways to make the Polish Triangle look more festive.

- IV. The Committee discussed the Executive Committee's desire to establish a policy for festival funding. The Committee will work on a proposed policy in the coming months.

- V. The Committee discussed the June Commission Meeting and (a) the Commission's revision to the motion for the children's portion of the Green Fest and (b) the introduction of a new motion related to the Green Fest.

- VI. The Committee discussed its involvement with the Wicker Park Chamber's marketing efforts. A joint meeting between our Committee and the Chamber was held on July 1 at 9 a.m. at 1414 N. Ashland. The outcome of the joint meeting was to determine the subject matter for a radio campaign promoting the neighborhood. A follow-up meeting will be held on August 26 at 9 a.m. at 1414 N. Ashland.