

**PROMOTE: WPB**  
**COMMITTEE MEETING MINUTES**

The Committee met on August 26, 2011 from 8:00-9:00 at the SSA Office, 1414 N. Ashland, Chicago, IL

*Present:* Laura Weathered, Elaine Coorens, David Ginople, Wendy Kauffman-Stachowiak; Jessica Wobbekind; Brian Wendle; Eleanor Mayer, Program Manager and Sheila Kailus, Chair

- I. The Committee discussed Coorens Communications, Inc.'s application for its Like Bike event requesting \$4,000.

*Motion:* To approve the funding of \$2,000 from line item 1.09 to be used for marketing the Like Bike event.

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

- II. The Committee discussed Cheryl Postrozny's application for Art Depth Art Party / Draw-a-thon requesting \$780.

*Motion:* To approve the funding of \$780 from line item 1.09 to be used for marketing the Art Depth Art Party / Draw-a-thon.

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

- III. The Committee discussed Division Street Committee's application for the Do Division Holiday Event 2011 requesting \$8,000.

*Motion:* To approve the funding of \$4,000 from line item 1.08 (Festivals) to be used for the Do Division Holiday Event 2011.

- IV. The Committee discussed Collaboration's application for its 12<sup>th</sup> Annual Sketchbook Festival requesting \$5,000.

*Motion:* To approve the funding of \$5,000 from line item 1.09 to be used for marketing the 12<sup>th</sup> Annual Sketchbook Festival.

[If granted, the funds will be allocated toward arts in the 3<sup>rd</sup> and 4th quarters of 2011.]

- V. The Committee discussed the Silent Theatre Company's application for its production of *A Christmas Carol* requesting \$3,000.

*Motion: To approve the funding of \$3,000 from line item 1.09 to be used for marketing the Silent Theatre Company's production of A Christmas Carol.*

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

- VI. The Committee discussed the Renegade Craft Fair's application for its holiday event requesting \$5,000.

*Motion: To approve the funding of \$2,750 from line item 1.09 to be used for a trolley shuttling patrons between the Renegade Craft Fair, the Do Division Holiday Event and the WPB Chamber's Holiday Event on December 3 & 4th.*

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

- VII. The Committee discussed the Flat Iron Artists Association's application for its Coyote Art Festival requesting \$5,000.

*Motion: To approve the funding of \$2,500 from line item 1.09 to be used for marketing the Coyote Art Festival.*

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

- VIII. The Committee also discussed the need to update the SSA's website, <http://wickerparkbucktown.org>.

*Motion: To approve the funding of \$3,280 from line item 1.06 (\$962.12 from line item 1.06, and a transfer of 2317.87 from line item 1.03) to be used to update the SSA's website.*

- IX. The Committee discussed ways to make the Polish Triangle look more festive during the Marketplace. Feather flags, chalkboard signs and postcards were discussed as methods to attract patrons.

*Motion: To approve the funding of up to \$1,500 from line item 1.03 to be used to purchase marketing materials for the Polish Triangle Marketplace and future WPB events.*

- X. The Committee will discuss the draft policy for festival funding at its next meeting.

- XI. The Committee had a joint meeting with the Chamber's marketing committee on August 26, 2011 from 9 – 10:30 a.m. at 1414 N. Ashland. A follow-up meeting to discuss the marketing of 2012 events will be held on October 13 from 9-12 at 1414 N. Ashland.

*Motion: To approve the funding of \$4,524 from line item 1.02 to be used to pay for 50% of the joint committee's fall marketing campaign promoting events in the neighborhood.*