

WPB SSA Promote Committee Report

Meeting date: Dec 2, 2011

Attending: J Wobbekind, E Coorens, D Ginople, A Burke, L Weathered, W Kaufman, J Ciccoine

1. A general discussion about the Promote Committee agenda for 2012 to include a focus on creating an overall marketing, advertizing and public relations strategy, shift Arts Community Grants to the Arts Committee, allow the Executive Committee to recommend the appropriate Committee review; review grant guidelines for festivals and possibly host a once a year review. A recommendation that a priority focus to promote to the neighborhood and tax payers the impact of WPB SSA and to develop a series of key issue public discussions at the monthly meetings; seek a way to offer refreshments at the meetings. Promote ideas should be higher profile that just a logo on a banner: ie fund a best costume prize and make a public announcement of the award by WPB SSA. The SSA could recruit volunteers, students who need to earn community service hours to man tables and hand out promotion items, brochures, etc. The annual report and a quarterly printed newsletter, one page both sides, with color photos and web links should be produced.

Action Steps: A Burke will schedule joint Marketing Committee meetings quarterly to set a strategy, should meet early in Jan 2012.

2. Polish Triangle Market: should it be a drop off for a new CSA, WPB should continue to support the vendors with free rent and promotion, Shorter hours, increase variety to include arts and crafts, perhaps for a cooperative effort for local retailers, research the cost and viability of a pair of Falcons to nest nearby. A larger question: how to get older citizens from feeding the pigeons, Can we redirect their energies into more fruitful endeavors? Can the Montessori teachers, parents and kids help address the problem?

Action Steps: research Falcons, support coordination of Polish Triangle Market, engage with the Polish Triangle community group in planning activities to find solutions.

3. Review the community grant application for NeuroKitchen Arts Collective, an ensemble of 20 young artists who produce new work, host a winter, spring and summer Creativity Camp for youth between 8 and 11, and host a series of art-themed potluck dinners as a participatory practice to engage audience and attract donations.

Motion 1: To fund \$5000 from line item 1.09 to NeuroKitchen Collective for program activities in 2011 and 2012.

Minutes submitted by L Weathered.