

Promote: WPB

March 31, 2009

9:30am at caffe De Luca

Attendees:

Art Sundry, Co-chair

Laura Weathered, Co-chair

Jamie Simone

Jason Giarmo

Ellen Wadey

Ziggy Dyrkas

- 1) Follow-up report for CCIM- We requested a more detailed numerical summary that they supplied later in the day. They raised and spent \$49,314 of which \$15,000 was SSA 33 funds and \$14,000 was via office receipts. They claimed \$153,000 of in-kind donations. Reports accepted with an ok to release final 10%.
- 2) FIAA- Update on their March First Friday and information on 5 events held in February, the "Bike Winter Art Show".
- 3) FIAA- Requested \$20,000 to support the May, June, July, and August First Fridays. After discussion, we arrived at the following motion:
Motion: To approve \$15,000 to support the summer months of First Fridays.
- 4) We reviewed and approved the RFQ for the Neighborhood Marketing Campaign for the Wicker Park-Bucktown Chamber of Commerce. (Copies sent to all commissioners on 3/31 via internet)

A few note-worthy general items from discussions:

- Laura to suggest a modified template for final report and potentially rework grant applications to eliminate redundant items/requests
- A suggestion to withhold more than 10% to get better information on follow-up report
- A requirement to collect zip code data to give SSA better information from where shows/events draw people
- The SSA should consider buying a weekly ¼ page ad in the *Chicago Tribune* for \$486/week (\$25,272 annually) and then "give" it to various events and programs to connect with a potential marketplace. All ads would carry the SSA logo.