

Lakeview SSA 27

Lakeview Gift Card Task Force Meeting Minutes

March 19, 2019, 8:30 AM

Lakeview Chamber of Commerce, 1409 W. Addison St., Chicago, IL 60613

Present: Darian Campise, Matt Lederer, Terese McDonald

Absent: None

Staff: Lee Crandell, Dillon Goodson

Guests: None

Call to Order

Terese McDonald called the meeting to order at 8:38 AM.

Public Comment

There was no public comment.

Overview of Task Force and Objectives

Terese McDonald and Dillon Goodson summarized the objectives of the Lakeview Gift Card Task Force.

Review of Program Goals

Task Force members reviewed the original goals of the Lakeview Gift Card program, which was established in 2014 to “incentivize spending locally to keep dollars in Lakeview, and encourage shoppers to visit businesses during slow season in January and February.” They discussed whether the program is currently meeting these goals. Some task force members felt that the goals of the Lakeview Gift Card program should be expanded to include promotion of the neighborhood at large, with an emphasis on reminding customers of the importance of shopping local. Other ideas include offering promotional dollars at different times of the year other than just the holiday season, having all Bonus Cards activate January 1, and offering discounts for customers who use Lakeview Gift Cards to make purchases.

Participant Survey

Dillon Goodson presented drafts of two different surveys for participating businesses and past customers that could be used to gather helpful feedback about the Lakeview Gift Card. Task Force members reviewed the surveys and provided suggestions about questions that could be incorporated. Dillon said he would send the surveys soon so they results would be available in time for the next Lakeview Gift Card Task Force meeting.

Next Steps

Terese McDonald summarized next steps, including reviewing the results of the Lakeview Gift Card surveys and discussing whether program changes were necessary. The Task Force asked staff to figure out whether EML Payments, which services the current program, could modify the promotional terms so Bonus Cards don’t activate until January 1.

Next Meeting Date

Task Force members scheduled the next meeting for Tuesday, April 23 at 8:30 AM.

Adjourn

Darian Campise motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:41 AM.