

Lakeview SSA 27

Lakeview Gift Card Task Force Meeting Minutes

April 23, 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 8:50 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the minutes from the Lakeview Gift Card Task Force meeting on March 19, 2019, seconded by Darian Campise; motion carries.

Review of Program Goals

Task Force members recapped a conversation from the first Lakeview Gift Card Task Force meeting about the original goals of the Lakeview Gift Card program. Matt Lederer suggested that any local shopping rewards program supported by the SSA should have a broad impact, with a focus on supporting as many businesses as possible. The Task Force recommended the following three program goals:

1. Incentivize spending locally to keep dollars in Lakeview
2. Encourage shoppers to visit businesses during slow season in January and February
3. Give customers reasons to spread spending across multiple businesses and explore new businesses

Participant Survey Results

Dillon Goodson presented the results of two different surveys conducted by participating businesses and past Lakeview Gift Card customers.

Evaluation of Current Program

Based on survey feedback and program data, the Task Force reviewed how the Lakeview Gift Card is currently meeting its program goals. For goal #1, the Task Force felt like the Lakeview Gift Card is a successful model for keeping local dollars locked in the neighborhood, but suggested there is growth potential among audiences beyond Lakeview. They would also like to see the program's "shop local" messaging expanded to better articulate how the Lakeview Gift Card supports area businesses. For goal #2, Task Force members noted that approximately 50% of Bonus Cards are typically spent by mid-January and suggested that they would like to explore ways to incentivize spending later in the winter months. For goal #3, Task Force members reviewed data showing Lakeview Gift Card spending across participating businesses and noted the greatest opportunity for improvement. They discussed how program incentives could be revised to give customers more of a reason to spend their gift cards at several different businesses. Of all of the goals, the Task Force felt like any local shopping rewards program

should prioritize reinforcing a “shop local” message while spreading the benefit of the program across as many different businesses as possible.

Next Steps

Task Force members asked staff to explore different scenarios that would help ensure that the SSA’s local shopping rewards program is in alignment with its stated goals. This includes making changes to the existing Lakeview Gift Card model, evaluating the potential for new technologies to supplement or replace the Lakeview Gift Card program, and exploring other “shop local” programs and marketing campaigns.

Next Meeting Date

Task Force members scheduled the next meeting for Thursday, May 30 at 8:30 AM.

Adjourn

Darian Campise motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:53 AM.