

## **Lakeview SSA 27**

Lakeview Gift Card Task Force Meeting Minutes

May 30, 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 8:36 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 April 23, 2019, seconded by Darian Campise; motion carries.

### **Scenario Planning**

Dillon Goodson presented a document highlighting four potential scenarios for modifying, enhancing or replacing the current Lakeview Gift Card program. He explained that the scenarios were drafted in response to prior conversations and research conducted by the Task Force. They include recommendations for changing the incentives tied to the existing program, launching a marketing campaign to supplement the gift card, or implementing a different rewards-based technology.

### **Program Recommendations**

The Task Force discussed each of the scenarios and recapped their conversations at previous Task Force meetings. Matt Lederer motioned to recommend the following changes and additions to the program, seconded by Terese McDonald; motion carries:

- Launch a concurrent “shop local” campaign and position the gift card as a special/exclusive benefit for VIPs
- Shift the activation date of Bonus Cards, so they activate January 1 and expire March 31
- Collect email addresses from all Lakeview Gift Card purchasers and send targeted marketing emails, including special promotions and featured businesses
- Partner with participating businesses to offer exclusive discounts available only to customers who use their gift cards to make a purchase
- Strengthen the connection between the Lakeview Holiday Gift Guide and the Lakeview Gift Card, exploring the launch of a “wish book”

### **Adjourn**

Darian Campise motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:37 AM.