

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.

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.

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.