

## **Lakeview SSA 27**

Lakeview Gift Card Task Force Meeting Minutes

March 23, 2021, 4:00 PM

Virtual Meeting via Zoom Conferencing

**Present:** Angela Garbot, Matt Lederer, Terese McDonald, Erin Schwartz

**Absent:** None

**Staff:** Colton Davis, Nicole McLellan

**Guests:** None

### **Call to Order**

Matt Lederer called the meeting to order at 4:07 PM and performed a roll call to confirm attendance for the record.

### **Public Comment**

There was no public comment.

### **Overview of Task Force and Objectives**

Colton Davis provided an overview of the Task Force objectives: The Lakeview Gift Card Task Force has been appointed by the SSA27 Commission to revisit the Lakeview Gift Card program's original goals to determine the next steps since the program is now being administered by the Lakeview Roscoe Village Chamber of Commerce rather than the SSA 27. Colton Davis added that The Task Force will meet at least twice in Spring 2021 to discuss the SSA's shopping rewards program goals, develop and review survey data from participating customers and businesses, and recommend program substitutes. Colton Davis ended this update by noting that any recommendations proposed by the Task Force should be finalized and considered by the SSA 27 Commission no later than June 1, 2021.

### **Review of Program Goals**

Colton Davis noted that going back to 2014, the original goal of the Lakeview Gift Card program was to incentivize spending locally to keep dollars in Lakeview and encourage shoppers to visit businesses during the slow season in January and February.

### **Program Ideas**

- Terese McDonald began the conversation by saying that most businesses already have their own loyalty program, so creating an SSA 27 loyalty program might not make the most sense. Terese McDonald added that she is unsure how attractive a loyalty program would be to layer on top of all the other loyalty programs that exist.
- Matt Lederer emphasized that the former gift card program only benefitted a handful of businesses, and that the SSA should avoid programs that do not widely benefit a variety of SSA 27 businesses.
- Angela Garbot agreed to forego an SSA loyalty program. Angela Garbot added that in the past, she used the gift card program because it was available and attractive to her since she was going to spend the money in the neighborhood anyways, and folks might not be interested in the gift card program as much as they have been.
- Erin Schwartz proposed the idea of creating a passport and BINGO card that can be used at multiple locations throughout SSA 27. Additionally, Erin Schwartz proposed implementing a coupon book similar to the Chinook Book to bring attention to non-retail/restaurant businesses.

- Matt Lederer recommended that the Task Force should be mindful of how non-retail/restaurant businesses can benefit from programs like a BINGO card and passport.
- Terese McDonald suggested that the SSA organize the passport and BINGO cards in a way that encourages people to shop at multiple locations. Terese McDonald mentioned that the passport could encourage customers to visit multiple businesses throughout SSA 27 in order to win a prize and/or Lakeview Roscoe Village Gift Card.
- Angela Garbot agreed that the passport program is the most equitable way to move forward.

**New Business**

There was no new business.

**Announcements**

There were no announcements.

**Next Steps**

Colton Davis confirmed he will research other passport programs and BINGO card concepts, in addition to reviewing gift card data to bring to the next Task Force meeting.

**Adjourn**

The meeting was adjourned at 4:40 PM.

## **Lakeview SSA 27**

Shop Local Task Force Meeting Minutes

April 14, 2021, 12:00 PM

Virtual Meeting via Zoom Conferencing

**Present:** Matt Lederer, Terese McDonald, Lindsey Kamberos

**Absent:** Erin Schwartz, Angela Garbot

**Staff:** Colton Davis

**Guests:** None

### **Call to Order**

Matt Lederer called the meeting to order at 12:03 PM and performed a roll call to confirm attendance for the record.

### **Public Comment**

There was no public comment.

### **Overview of Passport Programs**

Colton Davis provided an overview of successful passport programs executed by other chambers and business entities.

Terese McDonald believes the passport should require a purchase with a minimum of \$10. Terese McDonald also mentioned a tiered approach to the passport so folks get larger prizes for visiting more stores. Terese McDonald made it a point to mention that we should include neighborhood groups in Roscoe Village and Lakeview.

Lindsey Kamberos mentioned that businesses should offer a perk or discount when passport users visit to entice them.

Matt Lederer mentioned that if we go the BINGO card route, we should have a number of different ways that folks can get a BINGO by diversifying the BINGO cards so they are not all the same.

Lindsey Kamberos mentioned that the BINGO card can be offered digitally and in several different versions that are released at different times that will help encourage people to visit an array of businesses outside of the same ones each time. Lindsey Kamberos continued by pointing out that some folks might be weary of picking up a physical passport due to COVID-19.

Colton Davis mentioned that Andersonville recently launched a BINGO card that was a physical card that folks picked up at local businesses and it was still successful even during COVID. Colton Davis mentioned that since we're not looking to launch this until Q4, most folks should be vaccinated and less weary to touch a physical card.

Matt Lederer mentioned that we should aim for a passport that fits inside a wallet is ideal, especially for guys.

Terese McDonald mentioned that the prizes for the passport program should be similar to the Lakeview Gift Card bonus card program so that the money stays within the SSA. Terese McDonald also mentioned

that the prizes shouldn't cost businesses, but enhance them. She recommended we have a budget to be able to purchase things for the prizes in lieu of the \$20 gift card bonus.

Colton Davis mentioned that the bonus program is no longer available and neither are the Lakeview Gift Cards since we transitioned from EML to Yiftee to combine the Roscoe Village and Lakeview Gift Card programs.

Matt Lederer mentioned that he was a big proponent of the gift baskets from last year, although he didn't think we executed them correctly. Matt Lederer proposed assembling a general Lakeview basket for passport prizes, funded by the SSA, and then it can also be a gift basket that can be marketed to the general public.

Terese McDonald mentioned that last year's gift baskets were in high demand and folks really liked them. Since Candyality was a destination where folks had to pick them up, they were in high demand.

Matt Lederer confirmed that the gift basket is the best approach to prizes for folks who participate in the passport program.

Colton Davis mentioned that he will reach out to Carisa about assembling the gift baskets.

Terese McDonald mentioned that we should require participants to spend at least \$20 at 5 different locations so it is comparable to the \$20 bonus card program that is no more.

Matt Lederer mentioned that requiring folks to spend at least \$20 at each business for the passport program might not work since not all participating businesses will have the same kind of value on purchases made (ie. Crosby's Kitchen vs Julius Meinl).

Terese McDonald asked if there was any way we could give some type of monetary back instead of a gift basket because that is what incentivized people so much with the gift card. Terese McDonald is worried that folks won't be interested in the gift baskets.

Colton Davis mentioned that there is no mechanism by which we can require them to spend money in the SSA since the Lakeview Gift Card no longer exists.

Matt Lederer mentioned that what really attracted him to the gift basket was the small things that he could re-gift. Stocking stuffer items.

Terese McDonald mentioned that whoever curates the gift baskets needs to be intentional about it so they're attractive and useful to folks.

Colton Davis mentioned that we do not need to make a decision on the gift baskets or prizes anytime soon, so we can continue to ideate and brainstorm ways to make the most of the prize packs.

### **New Business**

There was no new business.

### **Announcements**

There were no announcements.

**Next Steps**

Colton Davis confirmed he will research the costs associated with passport books and stamps and provide an update at the next meeting.

Colton Davis confirmed that we will need to determine the specific dates for the passport program.

**Adjourn**

The meeting was adjourned at 12:34 PM.

## **Lakeview SSA 27**

Shop Local Task Force Meeting Minutes  
September 22nd, 2021, 9:00 AM  
Virtual Meeting via Zoom Conferencing

Present: Laura McMahon, Matt Lederer, Terese McDonald, Erin Schwartz

Absent: Angela Garbot

None Staff: Colton Davis, Carisa Marconet

Guests: None

Call to Order: Laura McMahon called the meeting to order at 9:03 AM and performed a roll call to confirm attendance for the record.

Public Comment:

There was no public comment.

Old Business:

Colton Introduce Laura McMahon (new Task Force Chair) to the task force group  
Colton Introduce Carisa Marconet(LRVCC Events & Marketing Director) to the group

New Business:

Colton Davis provided an overview of successful Eventzee programs executed by other chambers and business entities.

Colton Davis explained how the Eventzee app would work with our passport program

Terese McDonald indicated that the Eventzee app will work for the passport program we have in mind

Matt Lederer agreed that the Eventzee app is ideal for what we want to accomplish

Next Steps

- Colton will bring final recommendations to SSA 27 Commission for feedback and approval

Announcements:

There were no announcements

Adjourn

The meeting was adjourned at 9:54 AM.

## **Lakeview SSA 27**

Shop Local Task Force Meeting Minutes

October 22nd, 2021, 9:00 AM

Virtual Meeting via Zoom Conferencing

Present: Laura McMahon, Matt Lederer, Terese McDonald, Erin Schwartz

Absent: Angela Garbot,

None Staff: Colton Davis, Carisa Marconet

Guests: None

**Call to Order:** Laura McMahon called the meeting to order at 9:02 AM and performed a roll call to confirm attendance for the record.

### **Public Comment:**

There was no public comment.

### **Old Business:**

**Motion to approve September meeting minutes:** Laura McMahon called for a motion to approve our September 22nd, 2021 meeting minutes. Matt Lederer motioned to approve the meeting minutes. Terese McDonald seconded the motion.

**Overview of our approach to the Eventzee app for our passport program:** Colton Davis gave an overview of how the Eventzee app will work for the passport program. Colton Davis walked the task force through the ins and outs of downloading the app, how the challenges will be constructed, and how participants will earn points. Carisa Marconet explained what the three prize packs for the winners will be. Colton Davis mentioned the passport program will launch on Small Business Saturday and run through December 26th, 2021. Colton Davis mentioned that winners for the prize packs will be chosen and announced in January. Colton Davis also mentioned that the program will be marketed through social media, newsletters, posters, and postcards that will be distributed to participating businesses.

### **New Business:**

There was no new business.

### **Announcements:**

There were no announcements

### **Next Steps:**

Adjourn

The meeting was adjourned at 9:50 AM.