

Lakeview SSA 27

Lakeview Gift Card Task Force Meeting Minutes

May 13, 2020, 4:00 PM

Virtual Meeting via Zoom Conferencing

Present: Erin Schwartz, TJ Walczak

Absent: None

Staff: Nicole McLellan

Guests: None

Call to Order

Erin Schwartz called the meeting to order at 4:05 PM.

Public Comment

There was no public comment.

2020 Lakeview Gift Card Promotion: Nicole McLellan provided an overview of the required steps for an early launch of the Lakeview Gift Card holiday promotion.

- **Logistics:** Nicole McLellan noted that gift cards and bonus cards are primarily meant for in-person use, but it is possible to use these over the phone and possibly online. Nicole McLellan added that the Task Force should consider the feasibility of re-enrolling merchants in the program, should they fall out of the enrollment. Nicole McLellan also noted that due to social distancing and stay-at-home orders, the Task Force should consider utilizing online-fulfillment only, rather than in-person purchasing.
- **Marketing Materials:** Nicole McLellan updated the Task Force that gift card vendor EML Payments would require all updated marketing materials for their approval in advance of launching any program, and the approval process could take up to 4-6 weeks.
- **Timeline:** Nicole McLellan explained that there is roughly a 4-8 week run-time for launching a promotion, including creation and approval of marketing materials, as well as advanced promotion.

Task Force members expressed hesitation at an early launch of a gift card promotion, noting that the changes to logistics could prove difficult to execute. Erin Schwartz also provided an overview of both the popularity and concerns of the program in recent years, and Nicole McLellan added that 2019 gift card sales were lower than in previous years. Erin Schwartz noted that the Task Force has previously expressed uncertainty about whether a wide enough array of businesses benefit from the gift card and holiday promotion.

Program Recommendations

TJ Walczak motioned to recommend bypassing an early launch of the bonus card promotion, seconded by Erin Schwartz; motion carries. The Task Force recommended reconvening in August to discuss the tentative launch of the holiday bonus card promotion.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

Erin Schwartz motioned to adjourn the meeting, seconded by TJ Walczak; meeting adjourned at 4:30 PM.

Lakeview SSA 27

Lakeview Gift Card Task Force Meeting Minutes

June 1, 2020, 4:00 PM

Virtual Meeting via Zoom Conferencing

Present: Erin Schwartz, TJ Walczak

Absent: None

Staff: Dillon Goodson, Nicole McLellan

Guests: Lisa Santos

Call to Order

Erin Schwartz called the meeting to order at 4:02 PM.

Public Comment

There was no public comment.

2020 Lakeview Gift Card Promotion: Dillon Goodson provided an overview of current status of the Lakeview economy due to COVID-19 and encouraged the Task Force to identify a program that would help benefit local businesses.

- **Logistics:** Lisa Santos of Southport Grocery & Cafe provided an overview of accepting the Lakeview Gift Card. Lisa Santos also identified potential challenges from the merchant perspective, including that not all merchant staff are aware of the Lakeview Gift Card promotion or know how to process it.
- **Marketing Materials:** Nicole McLellan provided a summary of the marketing materials needed to effectively launch the program, and described the promotion and outreach that would need to be performed in advance of a promotion launch to ensure all merchants and customers are aware of the promotion.
- **Timeline:** TJ Walczak noted concerns around rushing a program launch, and Nicole McLellan noted that launching a promotion with a mid-July start date would be achievable.

Merchant Feedback

Nicole McLellan reminded the Task Force that the gift card can be accepted over the phone, but online processing is not confirmed. Nicole McLellan explained that allowing online processing would require the gift card vendor to receive individual authorization forms for each merchant, and Lisa Santos noted this could be troublesome, since many merchants use various platforms to take orders.

Program Recommendations

Erin Schwartz presented alternative ideas to a Lakeview gift card promotion, including a reimbursement through gift cards for shopping local, and a giveback raffle or events in which attendees receive a gift card for purchasing a ticket. The Task Force agreed these are good ideas to consider in the future. Erin Schwartz motioned to recommend presenting the below two options to the SSA 27 Commission for approval, seconded by TJ Walczak; motion carries.

1. Proceed with the regular holiday gift card promotion only.
2. Launch two Lakeview gift card promotions in 2020, with one running primarily in August and the other running during the holiday season (exact dates TBD).

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

TJ Walczak motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 4:47 PM.