



Little Italy BIA Subcommittee Kick-Off Meeting

Notice of Meeting & Agenda

Location: CHIN Radio Boardroom
Date: Friday, March 1, 2019
Time: 2:00 p.m.

AGENDA

1. **Call to Order**
 - Attendance roll call
 - Confirm Quorum (5)
 - Declaration of conflict of interest
 - Identify Guests and Non-Board individuals
2. **Approve Agenda – *Motion***
3. **Recap 2018 TOLI**
 - Site map
 - 2018 TOLI Expenses + Revenue Breakdown
 - 2019 TOLI Dates: June 14 – June 16
4. **Sponsorship**
 - 2018 Sponsorship Rate Card
 - Currently no title sponsor, no main stage sponsor
5. **Programming**
 - 2018 Programming Schedule + Costs
 - Discuss new programming for 2019
6. **Vendors**
 - 2018 Vendor List + Total Income
 - Review 2019 vendor application form
7. **Marketing Subcommittee Involvement**
 - 2018 TOLI Advertisement List + budget
 - Marketing Plan

General Subcommittee Information

8. **Subcommittee Break out**
 - **General subcommittee Updates**
 - i. **Events Subcommittee**
 1. TOLI, June 14 - 16

2. Music Program Series, June, July & August
 3. Cavalcade, End of November
 4. Detailed Events budget
 - ii. **Marketing & Communications**
 1. Recap – Monthly e-newsletter, social media, event marketing, street-pole banners
 2. Detailed marketing budget 2019
 - iii. **Strategic Planning & Streetscape**
 1. Recap:
 - Improvements: Winter decorations, 2 murals
 - Appealing city invoice regarding sidewalk reconstruction
- **Next steps for subcommittees**
 - i. **Choose chairs of subcommittees**
 - ii. **Set dates for next meetings**

9. New Business

10. Announcements

11. Adjournment