

Marketing & Business Development Committee Minutes
Thursday February 27th, 2020 8:40-10:10 AM
Wicker Park Bucktown Chamber of Commerce – 1414 N. Ashland Ave.

In attendance: Rebecca Dohe (Committee Chair), Elaine Coorens (Voting member), Fernando Moreno (Voting member), Nicole Plecas (Voting member),

Guests: Elizabeth Neukirch (Silverman Group) Christina Pundavela (Resident)

Staff: Alice Howe (Program Specialist), Garrett Karp (Program Manager), Pamela Maass (Executive Director)

Motion 1: The Marketing & Business Development Committee moves to approve funding not to exceed \$18,000 from line item **4.07 (Market Study)** to produce an updated 2020 Market Study. (20-0207)

*MH motions. EC seconds. All in favor. **Motion Passes.***

Discussion: This is a large increase over last Market Study (2017).

GK notes that this only includes study itself, funding for production of brochure is separate and will come from print materials budget.

MH and other committee members wonder if the census will have any impact on these numbers and whether it makes more sense to wait to complete.

1. 2020 Neighborhood Promotional Strategy & Campaign RFP

- a. The committee reviewed the draft RFP created by staff and provided several comments and minor revisions.
- b. Staff will circulate final draft with intention of posting 3/15 with deadline for submissions 5/1 – in time for committee to review proposals at 5/7 meeting.

2. Welcome Banners

- a. This will remain on the agenda since the committee would like to discuss updating banners as the neighborhood branding campaign progresses.
- b. A larger order of banners would need to be budgeted for in 2021.

3. Ongoing

- a. EN updated the committee on their PR for the legacy business recognition program.
- b. RD would like to see the legacy business recognition program added to the agenda moving forward so MBD committee can receive updates and evaluate as necessary.

Next meeting – April 2nd