

Marketing & Business Development Committee Minutes

November 5th, 2020 9:05 – 9:55 AM

Virtual Meeting on Zoom

In attendance: Elaine Coorens (Voting Member), Fernando Moreno (Voting Member), Nicole Plecas (Voting Member), Marcy Huttas (Committee Chair)

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

1. Proposals

Motion 1: The Marketing & Business Development Committee moves to approve funding not to exceed **\$2,244.00** from **1.05 (Decorative Banners)** for the installation and replacement printing of holiday banners by Chicago Event Graphics for the 2020-21 holiday season. (20-1101)

2. Discussion

a. Silverman PR for 2021

- i. PM explained that the Chamber will be going to an events based contact with Silverman for 2021 rather than a full-year contract.
- ii. The committee agreed it was best for the SSA to go the same route.

b. 2021 Neighborhood Guide

- i. PM updated the committee on the printing of the neighborhood guide.
- ii. There will be an extensive, virtual guide that includes a directory for all chamber members.

c. Welcome Banners

- i. The committee agreed to wait until 2021 to discuss ordering new welcome banners.