

# Marketing & Business Development Committee Minutes

Thursday March 4<sup>th</sup>, 2020 9:05-10:15 AM

Virtual Meeting on Zoom

In attendance: Elaine Coorens (Voting member), Fernando Moreno (Voting member), Nicole Plecas (Voting member), Christina Pundavela (Resident – Voting Member), Chad Jashelski (Voting Member)

Staff: Alice Howe (Program Specialist), Garrett Karp (Program Manager)

## Updates

1. New Banners Installed
  - a. Committee agrees they look much better than the previous designs
  - b. Feedback was shared that the gnome is lost on outsiders not involved in the SSA and that it isn't an effective "brand" going forward
  - c. GK notes that this is a pivot from using the SSA name to the neighborhood name on a branded item, which staff wishes to continue
  
2. Holiday Decorations
  - a. Illuminight has deinstalled 500+ snowflake decorations and the 606/Damen Bike Light installation for the season
  - b. This happened much later than normal due to weather conditions preventing access to parking lanes and storage containers
  - c. Staff will work with Illuminight to get pricing on updating old brackets since several broke this year
  - d. Staff may need to look into replacing the damaged Bike Light installation

## In Progress

3. 2020 Annual Report
  - a. Staff has begun work with Teska
  - b. Hope to have rough draft to share with committee at April meeting

## Looking Ahead

4. Neighborhood Promotional Strategy & Campaign RFP
  - a. The committee expressed hesitancy in working on a promotional strategy until collaboration and communication opens with Commissioners.

Next meeting – April 1<sup>st</sup>