

# Marketing & Business Development Committee Minutes

Friday, November 5<sup>th</sup>, 2021 – 9:33am-10:45am

Virtual Meeting – Zoom

***In attendance:*** Marcy Huttas (Committee Co-chair), Nicole Plecas (Committee Co-chair), Chad Jashelski (Voting Member), Christine Pundavela (Voting Member)

***Guests:*** Elizabeth Neukirch (Silverman Group)

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

## Updates

### 1. Neighborhood Promotion/Marketing Strategy

- a. The Committee discussed the strategy guide that was circulated before the meeting and agreed it was a good outline to take to the Chamber for collaboration.
- b. MH would like to see a members from both M&BD and the Chamber's Event's committee to attend while also collaborating with local neighborhood groups like BCO and WPC.
- c. CP suggests that while we want to focus on a hyper local campaign, we should not forget to target our neighboring states / regional tourists that play a large role in our economy.

### 2. RFP for 2022 Lighting Projects

- a. Staff will release a new RFP for lighting projects in Metzger Court and The Polish Triangle in November to be voted on in early 2022.

### 3. Neighborhood Safety

- a. The Committee discussed Alderman La Spata's appearance at October Commission meeting regarding a new program to help with community outreach to homeless and those in need of mental health support in the WPB business district.
- b. The Committee agreed that it is time to reconsider the guidelines of our current Security Rebate Program to help our businesses with the increasing violence.
- c. There is funding remaining for the SSA's security rebate program in the 2021 budget that the committee would like to see advertised more broadly to businesses in need
- d. The committee would like to push the SSA Commission to potentially budget for more security rebate funding in the future

### 4. Design Proposals for Western 606 Overpass

- a. Staff presented ideas on designs for the overpass and all agreed that lining the South Side with "Bucktown" and North with "Wicker Park" was the best option for long-term placement and neighborhood branding.