

Marketing & Business Development Committee Minutes
Thursday September 2nd, 2021 9:05-10:15 AM
Virtual Meeting on Zoom

In attendance: Marcy Huttas (Committee Chair), Elaine Coorens (Voting member), Nicole Plecas (Voting member), Christina Pundavela (Voting Member)

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

Proposals

Motion 1: The Marketing & Business Development Committee moves to approve funding not to exceed **\$30,000** from line item **1.06 (Holiday Decorations)** for the install and deinstall of the 2021-22 holiday snowflake decorations on streetpoles throughout SSA 33 with Illuminight Lighting. (21-0903)

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

Motion 2: The Marketing & Business Development Committee moves to approve funding not to exceed **\$2,500** from line item **1.06 (Holiday Decorations)** for the install and deinstall and printing of the 2021-22 holiday banners with Chicago Event Graphics. (21-0904)

NP motions. EC seconds. All in favor. Motion Passes.

Motion 3: The Marketing & Business Development Committee moves to approve funding not to exceed **\$37,500** from line item **1.06 (Holiday Decorations)** for the deinstallation of the current permanent year-round lights on the Polish Triangle and installation of a newer lighting system to be displayed year-round (21-0905)

Motion Tabled.

Discussion: The committee would like to see cheaper, simpler, white lights installed as a stop-gap option until a longer term RFP process and contract can be facilitated for year-round lighting in both the Polish Triangle and Metzger Court that can be controlled by Chamber staff.

Motion 4: The Marketing & Business Development Committee moves to approve funding not to exceed **\$7,500** from line item **1.06 (Holiday Decorations)** for the install and deinstall and repairs of the 606 Damen Overpass Bike Light Installation for the 2021-22 season with Illuminight Co. (21-0906)

EC motions. NP seconds. All in favor. Motion Passes.

Discussion: The committee would like to see the bikes restrung with white and possibly orange lights since the Park District has been allowing them to stay up longer than the holiday season.

Motion 5: The Marketing & Business Development Committee moves to approve funding not to exceed **\$15,000** from line item **1.06 (Holiday Decorations)** for the fabrication of the new festive lighting installation to be installed on the 606 Western Ave. overpass. (21-0907)

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

Motion 6: The Marketing & Business Development Committee moves to approve funding not to exceed **\$11,000**, with \$8,000 coming from line item **1.06 (Holiday Decorations)** and \$3,000 from line item **3.01 (Garbage & Recycling Material Program)** for a holiday light recycling and LED light exchange program for the 2021-22 season. (21-0908)

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

In Progress

- 1. Metzger Court improvements** (collaboration with Transportation Committee)
 - a. Staff discussed the future projects that could be completed at Metzger Court, including adding string lights to the plaza and trees. The committee feels that it makes sense to create an RFP and doing a public bidding process for a lighting program that includes both Metzger Court and Polish Triangle year-round lights in the same package.

- 2. Summer Door Hangers**
 - a. Staff worked with graphic designer to create a summer version of previously used winter door hanger to promote SSA grants and rebates, along with the original side from our winter hanger with information on sidewalk cleaning for tenants.
 - b. These will be distributed throughout the neighborhood this fall by staff and Cleanslate, particularly to repeat offenders or to businesses in need of graffiti abatement or glass repair.

- 3. Silverman PR Contract**
 - a. Silverman contract has resumed this month and will begin helping with Chamber and SSA projects moving forward this year.

- 4. Legacy Business Program**
 - a. Staff ordered the 2021 round legacy business clings, which totaled to around 35 clings and distributed them to their appropriate storefronts for businesses with anniversaries in increments of 5 years.

- 5. Market Strategy**
 - a. Staff will work using language from previously created strategy and RFP documents for to come up with a short and long-term marketing strategy/plan.

Next meeting – November 4th