

# Marketing & Business Development Committee Minutes

Thursday January 6<sup>th</sup>, 2022 8:35-10:00 AM

Virtual Meeting – 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

1. 2022 Lighting Proposals for Metzger Court & Polish Triangle
  - a. The committee reviewed proposals from several applicants and decided to follow up with a few questions before choosing to move forward with one at our next meeting
  - b. AH will work with CDOT and 1<sup>st</sup> Ward staff to see if we can get power to the plaza
2. 2022 Silverman Group Contract

**Motion 1:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$12,000** from line item **1.09 (PR/Media Relations)** for Silverman Group's 2022 Contract to be split with the Wicker Park Bucktown Chamber of Commerce. (21-0107)

*MH motions. NP seconds. All in favor. **Motion passes.***

3. 2021 Annual Report

**Motion 2:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$13,000** from line item **6.01 (SSA Annual Report)** for Teska Associates. (21-0108)

*MH motions. NP seconds. All in favor. **Motion passes.***

*Discussion: The Committee would like to see the postcards be mailed out to all pin holders but a smaller booklet to be printed and available for distribution at the office and events*

## Updates

1. SSA Involvement in Neighborhood Security
  - a. GK explained the context of SSA 33 history with security, how other SSAs have handled security, and what we can do quickly
  - b. The committee agreed that the most effective approach to provide support to businesses quickly is to move funding from areas that we have had extra funding in the past
  - c. PM will work with local business owners to see what language is the hold up in the current rebate forms – can this be used for special events?
  - d. MH would like to know if this can cover social workers along with security

**Motion 3:** The Marketing & Business Development Committee moves to approve moving **\$20,000** in funding from line item **2.03 Façade Enhancement Program** to **5.03 Security Patrol Services**. (21-0109)

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

**Motion 4:** The Marketing & Business Development Committee moves to approve moving **\$20,000** in funding from line item 2.04 Wayfinding and Signage to 5.03 Security Patrol Services. (21-0110)

*MH motions. NP seconds. All in favor. **Motion passes.***

**Motion 5:** The Marketing & Business Development Committee moves to approve moving **\$10,000** in funding from line item **1.10 Community Grants** to **5.03 Security Patrol Services**. (21-0111)

*EC motions. NP seconds. All in favor. **Motion passes.***