

Marketing & Business Development Committee Minutes

Thursday April 13th, 2023 9:00-10:00 AM

Virtual Meeting – Zoom

In attendance: Marcy Huttas (Co-Chair), Michelle Gomez (Voting member), Christine Pundavela (Voting member)

Staff: Pamela Maass (Executive Director), Alice Howe (Program Manager), Luke Scaletta (Community Engagement Coordinator)

Proposals

Motion 1: The Marketing & Business Development Committee moves to approve funding not to exceed \$2,000 from line item 1.02 (Special Events) for the 3rd Annual Legacy Business Mixer and award ceremony to be held at Subterranean on May 10th. (23-0409)

*MH recommends. MG seconds. All in favor. **Recommendation passes.***

Updates

1. Legacy Business Recognition & Awards Ceremony

- i. M&BD recommended the above motion to pay for food and trophy expenses, and discussed event logistics:
 1. Food provided by Estelle's and Goddess and Grocer
 2. Spread the word on the Legacy Business Poll, which closes on April 24th.

2. Social Media Updates

- i. The Instagram and Facebook insights reflect expanded growth and follower counts, with a need to post more video content to better meet the algorithm and increase reach.

3. Metzger Court

1. APA submission for pro-bono planning is still in deliberation.

4. Market Study

- i. Nicole will be working with SSA #33 to execute the Market Study, starting in Mid-May, early June
- ii. The committee decided that the Master Plan is not a primary concern at the moment, saving more space for the Market Study

5. Holiday Tree Lighting

- i. The committee discussed a Holiday tree lighting in WPB in late November, early December, in collaboration with CPD, WPC, and WPAC
 1. Potentially on Small Business Saturday?

6. 2024 Budget Considerations

- i. The committee discussed any new initiatives to prioritize in 2024:
 1. New SSA #33 Holiday banners
 2. New 606 Holiday lights
 - a. Gnomes/stars/snowflakes potentially

Next meeting – May 11th