

# Marketing & Business Development Committee Minutes

Thursday January 12th, 2023 9:00-10:15 AM

Virtual Meeting – Zoom

**In attendance:** Marcy Huttas (Co-Chair), Elaine Coorens (Voting member), Christine Pundavela (Voting member), Ginna Ryan (Voting Member), Andrea Zelen (Vendor – H2 Public Relations)

**Staff:** Alice Howe (Program Manager), Luke Scaletta (Community Engagement Coordinator)

## Proposals

**Motion 1:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$38,000** from line item **1.06 (Holiday Decoration)** for Illuminight to install and deinstall snowflakes within the SSA and bike lights on the 606. (23-0103)

*EC recommends. GR seconds. All in favor. Recommendation passes.*

**Motion 2:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$1,700** from line item **1.06 (Holiday Decorations)** for the rotation of the 2022-2023 holiday banners with Chicago Event Graphics. (23-0104)

*EC recommends. GR seconds. All in favor. Recommendation passes.*

**Motion 3:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$3,200** from line item **1.07 (Print Materials)** for an additional 5,000 copies of the 2023 WPBCC Neighborhood Guide with Town Square Publications to be printed and distributed with Ateema. (23-0105)

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

**Discussion:** MH recommends that the SSA staff finds more information on the advertising revenue made by WPBCC for the 2023 neighborhood guide before the motion goes to a vote with the Commission.

## Updates

1. H2 Public Relations Check-in w/ Andrea
  - i. Andrea discussed H2's progress with the newsletter reformatting and new scheduling, event collection for pin-holding businesses, and media connections for the neighborhood.
2. Social Media Updates
  - i. The SSA #33 Instagram account (@wpbssa33) has officially migrated to one, central Wicker Park Bucktown neighborhood account (@wpbcc, soon to be @wickerpark\_bucktown) and has seen an uptick in followers and engagement as a result. All posts previously made on the SSA #33 Instagram account will remain on Instagram for future reference, but the account will be inactive, pointing visitors to our new, hybrid account.
3. 2022 Annual Report
  - i. The Committee decided to move forward with printing only a postcard to send to pinholders for our 2022 annual report.
    1. Staff will produce a webpage with the same data presented in previous years, which will be connected to the postcard via a QR code for pinholders.
    2. This will fulfill DPD's requirement to produce an annual report and will allow us to reallocate funding towards other initiatives in 2023.
4. Market Study
  - i. Nicole will be working with staff in the next couple of months to collect the appropriate data to produce an updated market study this year.
  - ii. The committee will review a draft of this at our next meeting.
5. Metzger Court Updates
  - i. Staff is continuing to work on connecting with Comed to get an electrical connection to begin the plaza's permit and install lighting.