

Marketing & Business Development Committee Minutes

Thursday, May 11th, 2023 9:00-10:00 AM

Virtual Meeting – Zoom

In attendance: Marcy Huttas (Co-Chair), Elaine Coorens (Voting member)

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

Proposals

Motion 1: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$1,000** from line item **1.05 (Decorative Banners)** for Chicago Event Graphics to replace damaged banners and hardware. (23-0510)

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

Updates

1. Commissioner Recruitment
 - i. Committee discussed the slow down in Commissioner application approval through DPD.
2. Tree Lighting Vendor
 - i. AH shared the proposal from Christy Webber for a 20' holiday tree with lights and stand that would cost approx.. \$8,000. EC recommended that AH collect at least 2 more vendor proposals to compare price, and advised the inclusion of non-denomination decorations for the tree. The committee expected to have the tree installed for 3 months, and AH is working with the park department to find a viable location.
3. 2024 Budget Planning
 - i. The committee discussed the logistics of renting a pop-up space for small businesses and vendors to rent seasonally throughout the year, inviting more businesses with diverse offerings into the area.
 - ii. Committee tasked AH and LS with working with Debbie to develop new banners graphics.
4. 2024 Legacy Business Celebration
 - i. The Committee discussed the success of the May Mixer and Legacy Business Awards, and recommended even greater investment and promotion for next year's celebration.

Next meeting – September 7th