

Marketing & Business Development Committee Minutes

Thursday, April 4th, 2024 9:00-9:50 AM

Virtual Meeting – Zoom

In attendance: Marcy Huttas (Co-Chair), Christine Pundavela (Voting Member)

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

Recommendations

Motion 1: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$1,000** from line item **6.01 (SSA Annual Report)** for the printing of Annual Report postcards to inform neighbors of the SSA Annual Report. (24-0403)

*MH motions. CP seconds. All ayes. **Recommendation passes.***

Motion 2: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$3,000** from line item **1.02 (Special Events)** for the 4th Annual Legacy Business Mixer and award ceremony to be held at Subterranean on May 8th. (24-0404)

*MH motions. CP seconds. All ayes. **Recommendation passes.***

Updates

1. Annual Report Review

- i. MH and CP provided some aesthetic and technical edits to the 2023 Annual Report draft presented by AH and LS, particularly in the language used to recruit new committee members. Committee also approved the postcard initiative to share the Annual Report with the community via door-to-door canvassing.

2. Master Plan

- i. Further discussion for the next SSA Master Plan, including the logistics of setting up a collaboration between SSA #33 and WPBCC to allocate funds for the pop-up shop program in Wicker Park Bucktown.

3. Bike Lane Survey

- i. Committee discussed the CDOT follow-up from the bike lane construction, particularly the plan for the 32nd Ward to collaborate with CDOT on an economic impact study. MH mentioned previous studies held for other new bike lanes in the city, and the considerations to take when reviewing the statistics.

4. Legacy Business Award Ceremony

- i. Committee motioned for food and trophy expenses, along with the cost of a photographer to take professional photos of the event. CP recommended looking into how SSA #33 stacks up against other neighborhoods in the number of our legacy businesses (100+).

5. 2025 PR RFP

- i. The committee will be releasing an RFP for PR services to prioritize a mix of media exposure and lifestyle content.

6. Holiday Decorations

- i. The Committee discussed getting ahead of the holiday season this year and motioning for major decorations at the next meeting in May.

Next meeting – May 2nd