

Marketing & Business Development Committee Minutes

Thursday, February 1st, 2024 9:00-9:50 AM

Virtual Meeting – Zoom

In attendance: Marcy Huttas (Co-Chair), Ginna Ryan (Voting member), Elaine Coorens (Voting member), Christine Pundavela (Voting Member)

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

Updates

1. Master Plan

- i. The Committee discussed the most relevant scope for the new Master Plan, citing previous experience with the process as an informative way to guarantee the Plan is focused on relevant, in-scope data. The Committee discussed reframing it as a “Needs Assessment” that properly takes into account the many different businesses, community organizations, and residents within SSA #33.

2. Milwaukee Ave Bike Lane Survey

- i. AH designed a Business-focused and Customer-focused bike lane survey that was shared with the community this past week, which will collect data on the Milwaukee Avenue Bike Lane’s impact on local commerce and transit. The Committee agreed it would be helpful to have this third-party data in case other community’s approach SSA #33 to learn more about the process’ impact from the people who live in the area, not just from CDOT.

3. Holiday Decorations

- i. The snow flakes will be removed from the SSA’s lampposts in February, and AH shared that the WPAC and Wicker Park staff were open to conversations concerning the planting of an evergreen tree in the park that could regularly be used as the holiday tree going forward.

4. 2023 Annual Report

- i. AH and LS have been collecting data and testimonials for the 2023 Annual Report, and will once again design the pamphlet in-house.

5. Neighborhood Guide

- i. The 2024 WPB Neighborhood Guide will be released on February 12th, with a Launch Party to reveal the cover of the Guide at WPBCC’s Networking Mixer on Feb. 7th. SSA #33 funded additional printings.

6. Neighborhood Promotion

- i. The Committee discussed potential efforts for quality, branded Neighborhood promotion.

Next meeting – April 4th