

Marketing & Business Development Committee Minutes

Thursday, February 13th, 2025 9:00-10:00 AM

Virtual Meeting – Zoom

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

Guests: Alyssa Krueger (Carol Fox), Charlie White (Guest), Conor McFerran (Lift Collective)

Staff: Alice Howe (Program Manager), Luke Scaletta (Community Engagement Coordinator), Lindsay Siebert (Membership Sales)

Updates

1. Neighborhood Guide Release Rescheduled

- i. Due to the snow, the Neighborhood & Arts Guides Release Party will be rescheduled for March 12th at Jackson Junge. A dedicated social post will be made to announce the guides before then, and distribution will begin ASAP. Committee recommended making more of an effort to get the guides into major residential buildings.

2. Holiday Coordination

- i. AH updated the Committee, letting them know the SSA Staff would be meeting with WPAC today to discuss the tree lighting and winter wonderland event in 2025. In discussing the 606 lights, the committee decided to begin planning a new installation for 2025-2026, which takes into consideration the broader branding plan of the SSA. AH and LS will put out a light design proposal, and they will confirm that the Chicago Parks will allow the lighting installation.

3. SSA Outreach Series

- i. AH shared updates on a new initiative to hold quarterly informational seminars about SSA #33, open to the public, to educate more pin-holders and make folks aware of reconstitution in a few years.

4. Placer.ai Updates

- i. AH shared some results of the Placer.ai system in regards to the tree lighting event's success in 2024 and confirmed that it would be used in the Master Study and Annual Report this year.

5. Legacy Business Mixer

- i. The Legacy Business Poll will be released on March 1st, and the finalized version of the Den Theatre contract will be available soon. Additionally, the committee is asked to supply any Legacy Businesses that they know of.

6. Wayfinding Initiative

- i. The 4 firms that submitted proposals will be presenting at the Commission Meeting on February 19th, and the committee requested that the Commission solidify a program mission before deciding on branding and locations. Committee also requested that the RFP be reshared before Commission.

Next meeting – April 3rd