

# Marketing & Business Development Committee Minutes

Thursday, January 9th, 2025 9:00-10:00 AM  
Virtual Meeting – Zoom

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

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

***Staff:*** Pamela Maass (Executive Director), Alice Howe (Program Manager), Luke Scaletta (Community Engagement Coordinator), Lindsay Siebert (Membership Sales)

## Recommendations

**Motion 1:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$1,800** from line item **1.05 (Decorative Banners)** for the reprinting and installation of damaged neighborhood banners by Chicago Event Graphic. (25-0106)

*EC motions. CS seconds. All in favor. **Recommendation passes.***

## Updates

### 1. First Friday & Arts Guide

- i. AH shared updates from Riesling Dong's latest versions of the WPB Arts Guide, with its release scheduled for February 12<sup>th</sup>. AH also mentioned using the Chamber office to exhibit children's artwork from local schools by February 7th

### 2. Tree Lighting Ceremony Recap

- i. AH updated the committee on the success of the Holiday Tree Lighting Ceremony, namely an attendance of 1500+ people and highly successful programming, which the committee intends to work even closer with WPAC next year to engage with an even greater audience.

### 3. Holiday Lighting on the 606

- i. The Committee discussed bringing back a proposal for community lights positioned on the 606 overpass at Damen Ave which promotes shopping locally in WPB. Committee discussed branding along the lines of "Shop local, Stay Local" and explained why other sections of the 606 (namely, the overpass at Western Ave) cannot hold lighting due to driver safety concerns. LS also proposed collaborating with local neighborhood groups that are considering their own branding to make sure that neighborhood-wide messaging is cohesive. This cohesive branding was also considered in the context of the entrance murals that have been discussed in the Arts Committee

### 4. Placer.ai Updates

- i. AH shared the progress of Placer.ai onboarding, and the intention to utilize the service for the Market Study and 2024 Annual Report.

### 5. 2025 Meeting Schedule

- i. AH discussed returning to hybrid in-person meetings for the remainder of the Marketing & Business Development meetings in 2025, and where the meetings should be held (Goddess & The Grocer, CF's office space, etc.)

### 6. New Neighborhood Banners

- i. AH mentioned revisiting neighborhood banner branding, and agreed to discuss new branding and design at the February meeting. The Committee also voted to reprint the damaged banners in the area for the time being.

Next meeting – February 13th