

Guide Development Committee
Minutes
March 13 2018

In attendance: Brent Norsman (Chair), Marcy Huttas (Co-chair), Nicole Plecas, Pamela Maass (Executive Director), Hans Kumler (SSA Program Specialist), Samantha Choudhury (SSA Program Manager).

1. Façade rebate application for 152-1550 N Milwaukee Avenue was reviewed and approved and will be taken to the Commissioners meeting for motion.
2. We discussed the possibility to host a visual merchandising/window display training seminar for interested businesses and then hold a competition for best window display – this will be worthwhile exploring with the Chamber as a combined SSA/Chamber event and done two times per year
3. The WPB Ambassador program is launching in the coming weeks, with the following steps to be taken:
 - Finalize policy, application form and other administration including insurance certificate etc
 - Onboarding of new businesses to start now
 - Training and welcome for ambassadors to start in 2 weeks with walk through routes
 - Formal launch to occur early-mid April
 - High resources will be required of WPB staff in March to April so we agreed to not put forward any new initiatives until we launch the program.