

Marketing & Business Development Committee Minutes
Thursday January 9th, 2020 8:40-10:25 AM
Wicker Park Bucktown Chamber of Commerce – 1414 N. Ashland Ave.

In attendance: Rebecca Dohe (Committee Chair), Elaine Coorens (Voting member), Fernando Moreno (Voting member), Nicole Plecas (Voting member)

Guests: Louise Yingduo Liu (Silverman Group)

Staff: Alice Howe (Program Specialist), Garrett Karp (Program Manager), Pamela Maass (Executive Director)

Motion 1: The Marketing & Business Development Committee moves to approve funding not to exceed \$11,000.00 from budget line **6.01 (SSA Annual Report)** for Teska Associates to produce and print the SSA #33 Annual Report for 2019. (20-0104)

*EC motions. FM Seconds. All in favor. **MOTION PASSES.***

1. 2020 Neighborhood Guide
 - a. PM explained that Where Magazine (former publisher for neighborhood guide) is no longer publishing in Chicago and Chamber will be required to take a new route
 - b. Chamber will work with Town Hall Publications (a division of Daily Herald) to produce, design and distribute the 2020 guide and will be paying for the publication through ad sales.
 - c. SSA #33 is not needed for any advance funding but will potentially help pay for printing additional guides later in 2020 if needed in an amount smaller than \$5,000.

2. 2020 Market Study
 - a. Staff will post an RFP for the committee to review proposals February committee meeting.
 - b. The committee would like to aim for this the study to be completed and printed by late June.

3. 2020 Neighborhood Promotional Campaign
 - a. Commissioners will be discussing next steps, strategy and scope prior to next Marketing Committee meeting.

4. Holiday Lights + Decorations
 - a. Snowflakes and 606/Damen bike lights will be taken down by the end of January and stored until next holiday season.
 - b. Staff will work with Illuminight to change Polish Triangle lights on schedule for the year

5. Welcome Banners

- a. CEG has quoted reprinting current welcome banners at \$4,862.00.
- b. The Committee would like to postpone this discussion until there is clarity on where the neighborhood promotion campaign is moving, as banners might be involved in that effort

6. PR reports from Silverman

- a. Louise presented Silverman Group's last two reports of 2019 and gave a general recap of last year's PR highlights.
- b. RD suggested having a running list of projects and upcoming events from all of our committees that Silverman should stay in the loop about.

Next meeting – February 6