

Marketing & Business Development Committee Minutes

Thursday January 7th, 2020 9:05-10:40 AM

Virtual Meeting on Zoom

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

Guests: Christina Pundavela (Resident – Committee Applicant)

Staff: Alice Howe (Program Specialist), Garrett Karp (Program Manager)

Motion 1: The Marketing & Business Development Committee moves to approve Christine Pundavela as a voting member.

*MH motions. EC seconds. FM and RD approve. DG abstains. **Motion Passes.***

1. 2021 “Stop Gap” Banners + Install

- a. The committee reviewed new possible banners to be installed once the holiday banners are rotated off.
- b. The committee approves the general design direction of the banners to some small changes to the current proposals that will staff will communicate back to the freelance graphic designer
- c. The commission will review the final design and approve on January 20th.

Motion 2: The Marketing and Business Development Committee moves to approve funding not to exceed **\$4,046.00** from line item **1.05 (Decorative Banners)** for the printing and installation of new banners by Chicago Event Graphics. (21-0101)

*MH motions. EC seconds. FM and RD approve. DG abstains. **Motion Passes.***

2. 2020 Annual Report

- a. The committee reviewed 3 annual report proposals by Teska Associates
- b. Two of the priorities prioritize digital format over print, but also include mailing postcards to link to digital report
- c. The prices given will cover both the printing and mailing distribution of the materials.

Motion 3: The Marketing and Business Development Committee moves to approve funding not to exceed **\$11,250** from line item **6.01 (Annual Report)** for the design, printing and distribution of the 2020 Annual Report by Teska Associates. (21-0102)

*EC motions. NP seconds. MH and RD approve. DG abstains. **Motion Passes.***

3. In Progress

- a. The Chamber’s 2021 Neighborhood Guide is still being completed. Final proof is being edited/approved next week.
- b. The committee would like to see holiday snowflake decorations remain up into early February but removed before Valentine’s day
- c. The committee also discussed the issues with the bike lights and Polish Triangle lights being tampered with, resulting in outlet issues.
- d. MH would like staff to look into other options for supporting the chamber’s initiatives for local businesses such as reimbursements for shopping local.

Next meeting – March 4th