

Marketing & Business Development Committee Minutes

Thursday March 3rd, 2022 8:35-10:00 AM

Virtual Meeting – Zoom

In attendance: Marcy Huttas (Committee Chair), Elaine Coorens (Voting member), Nicole Plecas (Voting member), Christina Pundavela (Voting Member)

Guests: Louise Yingduo Liu (Silverman Group), Elizabeth Neukirch (Silverman Group)

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

Proposals

1. 2022 Lighting Proposals for Metzger Court & Polish Triangle
 - a. AH is still working with CDOT to gain access to electricity for the plaza
 - b. Once electrical access is granted, staff will reopen the RFP for freestanding lighting
2. Ateema Marketing Proposal
 - a. This was presented to the Chamber and aligned with the Committee's current Marketing Strategy
 - i. The Committee was interested in the proposal but had questions on who would be creating the content and how customizable it could be for businesses

Updates

3. 2022 Silverman Group Contract
 - a. Silverman Contract is live for both the Chamber and SSA
4. 2021 Annual Report
 - a. The Committee discussed ideas for projects to highlight in the report
 - b. They agreed that the shift in façade rebates to assist businesses during the pandemic along with the activation of Metzger Court were
5. SSA Involvement in Neighborhood Security
 - a. Staff is continuing to share the Security Rebate with business owners.
 - b. Q2 deadline is March 31st for Grants & Rebates Committee to review
6. 2023 Budget Preparations
 - a. The Committee discussed funding a market study update in 2023

Next meeting – May 12th