

Marketing & Business Development Committee Minutes

Thursday May 12th, 2022 8:35-9:50 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)

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

Updates

1. 2021 Annual Report – Draft Review
 - a. The committee gave feedback on both the draft report and postcard that will be going to print by the end of May for distribution.
2. 2022 Silverman Group Contract
 - a. Staffing changes have resulted in Silverman terminating their contract as of 7/30/22.
 - b. AH is working on an RFP to be posted in the next two weeks and looking into additional services that a PR firm could potentially help the SSA and Chamber with.
3. 2023 Budget Preparations
 - a. The Committee discussed funding a market study update in 2023 and how the information could possibly be sourced by committee members and staff to work with a graphic designer to design an updated report.
4. Video Content Creator w/ WPBCC

Motion 1: The Marketing & Business Development Committee moves to approve funding not to exceed **\$1,500** from line item **1.08 (Display Advertising)** for a 6-month contract split with WPBCC for video content creation, equally two SSA videos per month. (22-0505)

MH motions. EC seconds. All in favor. Motion passes.

Discussion: The committee discussed the option of adding these services into the new PR contract. The committee will reevaluate the work and contract for this in late fall.

5. Metzger Court Updates
 - a. AH is still waiting to hear back on Comed installing a new outlet for the plaza.
 - b. The condo building has installed a new gate that is posing issues to the development of the plaza since pedestrian can no longer access Division St.
 - i. The Alderman and community groups are aware of the new gate.
6. 2022 Neighborhood Guide with WPBCC

Motion 2: The Marketing & Business Development Committee moves to approve funding not to exceed **\$2,000** from line item **1.07 (Print Materials)** for an additional 5,000 copies of the 2022 WPBCC Neighborhood Guide with Ateema to be printed for distribution. (22-0506)

EC motions. MH seconds. All in favor. Motion passes.

7. Legacy Businesses
 - a. WPBCC's October monthly mixer will be focused on highlight legacy businesses, as it will be hosted at Smoke Daddy, a legacy business within SSA boundaries.