

Marketing & Business Development Committee Minutes

Thursday September 1st, 2022 8:35-9:50 AM

Virtual Meeting – Zoom

In attendance: Elaine Coorens (Voting member), Nicole Plecas (Voting member), Christina Pundavela (Voting member), Fernando Moreno (Voting member)

Staff: Alice Howe (Program Manager), Pamela Maass (Executive Director), Luke Scaletta (Community Engagement Coordinator), Maricruz Sauer (Events & Membership Coordinator)

Proposals

1. PR Firm Proposals
 - a. The Committee reviewed the four PR proposals that were submitted for consideration.

Motion 1: The Marketing & Business Development Committee recommends to approve H2 Publications as the PR firm for the remainder of 2022 through 2023 to be split with the Wicker Park Bucktown Chamber of Commerce, not to exceed **\$21,000** from line item **1.09 (PR/Media Relations)**. (22-0901)

*FM recommends. NP seconds. All in favor. **Recommendation passes.***

Updates

1. Market Study
 - a. Staff will work with NP to collect data for an updated market study to be released in 2023.
2. Legacy Business Program
 - a. Businesses will be highlighted and invited to attend the Chamber's monthly mixer at Gold Star Bar on 9/14.
3. Master Plan
 - a. The Committee discussed the best timing to produce an updated Master Plan – with the reconstitution happening in 2028 it would be best to release it the year prior.

Next meeting – Nov. 4th