

Grants & Rebates/Marketing & Business Development Committee

Tuesday, July 2nd, 2024 – 9:00 AM – 10:20 AM

Virtual on Zoom

In attendance: Elaine Coorens (Voting Member,) Marcy Huttas (Chair)

Staff: Alice Howe (Program Manager), Pamela Maass (WPBCC, Executive Director), Luke Scaletta (Community Engagement Coordinator)

Community Grants

Motion 1: The Grants & Rebates Committee moves to approve funding not to exceed **\$5,000** from line item **1.10 (Community Grants)** for Wicker Park Advisory Council to fund artist stipends and marketing materials for BooPalooza 2024. (24-0708)

EC motions. MH seconds. All ayes. Recommendation passes.

Motion 2: The Grants & Rebates Committee moves to approve funding not to exceed **\$5,000** from line item **1.10 (Community Grants)** for Heaven Gallery to fund artist stipends for their 2024 programming. (24-0709)

EC motions. MH seconds. All ayes. Recommendation passes.

Motion 3: The Grants & Rebates Committee moves to approve funding not to exceed **\$1,200** from line item **1.10 (Community Grants)** for Burr Elementary's Kid's Fest Area at Wicker Park Fest. (24-0707)

EC motions. MH seconds. All ayes. Recommendation passes.

Motion 4: The Grants & Rebates Committee moves to approve funding not to exceed **\$1,000** from line item **1.10 (Community Grants)** for Garbage Gals to fund marketing efforts and materials for ongoing 2024 community clean up programming in 2024. (24-0706)

Discussion: Committee decided to lower the grant amount from \$5,000 (requested) to \$1,000, and asked that the Garbage Gals please specify 1 or more events to which the grant would go towards.

MH motions. EC seconds. All ayes. Recommendation passes.

Motion 5: The Grants & Rebates Committee moves to approve funding not to exceed **\$5,000** from line item **1.10 (Community Grants)** for 826CHI to fund marketing materials for the 2024 "Eat Your Words" program. (24-0710)

EC motions. MH seconds. All ayes. Recommendation passes.

Motion 6: The Grants & Rebates Committee recommends to approve funding not to exceed **\$5,000** from line item **5.03 (Security Patrol Services)** for Estelle's Bar & Grill to assist with on-site security patrol services. (24-0701)

EC motions. MH seconds. All ayes. Recommendation passes.

Motion 7: The Grants & Rebates Committee recommends to approve funding not to exceed **\$5,000** from line item **5.03 (Security Patrol Services)** for Easy Bar to assist with on-site security patrol services. (24-0702)

EC motions. MH seconds. All ayes. Recommendation passes.

Motion 8: The Grants & Rebates Committee recommends to approve funding not to exceed **\$5,000** from line item **5.03 (Security Patrol Services)** for Remedy to assist with on-site security patrol services. (24-0703)

*EC motions. MH seconds. All ayes. **Recommendation passes.***

Motion 9: The Marketing & Business Development Committee moves to approve funding not to exceed **\$30,000** from line item **1.06 (Holiday Decorations)** for the installation of the neighborhood snowflake displays by Illuminight. (24-0711)

*MH motions. EC seconds. All ayes. **Recommendation passes.***

Motion 10: The Marketing & Business Development Committee moves to approve funding not to exceed **\$5,000** from line item **1.06 (Holiday Decorations)** for the installation of bike lights by Illuminight on the 606 platform at Damen Ave. (24-0712)

Discussion: Not installed in 2023 at the 606 location proposed. Committee recommended pitching the "Shop Local" light design to Commission again for future 606 platform light installations.

*EC motions. MH seconds. All ayes. **Recommendation passes.***

Updates

- AH updated the committee on discretionary Safety Rebates spend of \$1000.00 to Schooner Learning Academy (1667 N Western Ave) for glass replacement and anti-graffiti film and \$820.00 to Liquor Park (1937 W North Ave) for anti-graffiti film.
- Committee recommended that additional Holiday tree options be researched and brought to Commission, as they were dissatisfied with both the artificial and real tree prices proposed by Illuminight and Christy Webber, respectively.
- AH updated the committee on the PR RFP and its focus on additional content creation and more media opportunities.
- AH updated the committee on Illuminight's installation of lights in Metzger Court in anticipation of the Tuesday Night Farmers Market starting on 7/9, along with a ribbon cutting ceremony for Jyl Bonaguro's new sculpture in Metzger Court, as soon as it has been repaired.
- PM mentioned efforts to implement Placer.ai in future WPBCC and SSA #33 marketing strategies, and intends to invite SSA committee members to an informational presentation from Placer.ai to see if the SSA and WPBCC could split the expense in 2024-2025.

Next Meeting – October 3rd