

# Marketing & Business Development Committee Minutes

Monday, September 9th, 2024 1:00-2:30 PM

Virtual Meeting – Zoom

**In attendance:** Marcy Huttas (Co-Chair), Ginna Ryan (Voting Member), Elaine Coorens (Voting Member)

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

## Recommendations

**Motion 1:** The Marketing & Business Development Committee recommends to approve Carol Fox & Associates as the PR firm for the remainder of 2024 through 2025 to be split evenly with the Wicker Park Bucktown Chamber of Commerce, not to exceed **\$23,000** from line item **1.09 (PR/Media Relations)** (24-0909)

*Discussion:* Committee held an extensive discussion, working through the benefits and feasibility of each of the 5 submitted proposals. At the end, the price range, flexibility in videography, and previous experience through Wicker Park Fest with Carol Fox & Associates established them as the frontrunners. The Committee also discussed the importance of neighborhood recognition goal-setting in early talks with the new PR firm, and to make sure that the service sector within SSA 33 is receiving proper attention with their support.

MH motions. EC seconds. All in favor. **Recommendation passes.**

**Motion 2:** The Marketing & Business Development Committee recommends to approve funding not to exceed **\$10,000** from line item **4.06 (Strategic Planning)** to establish a 36-month contract with Placer.ai to be split evenly with the Wicker Park Bucktown Chamber of Commerce to gather neighborhood analytics for the SSA Master Plan (24-0910)

*Discussion:* PM shared the WPBCC's experience with Placer.ai and a demo of their services. Committee confirmed that there is room in the 2025 proposed budget to split the cost with WPBCC, and discussed the extent of the reports they could provide to support a Market Study.

MH motions. GR seconds. All in favor. **Recommendation passes.**

**Motion 3:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$30,000** from line item **1.06 (Holiday Decorations)** for the installation and removal of the neighborhood snowflake displays by Illuminight. (24-0911)

GR motions. MH seconds. All in favor. **Recommendation passes.**

**Motion 4:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$6,000** from line item **1.06 (Holiday Decorations)** for the installation and removal of holiday bike lighting by Illuminight on the 606 platform at Damen Ave. (24-0912)

EC motions. GR seconds. All in favor. **Recommendation passes.**

**Motion 5:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$1,750** from line item **1.07 (Print Materials)** for the printing of 5,000 additional neighborhood guides for 2025 Wicker Park Bucktown Neighborhood Guides for WPBCC from Town Square Publishing. (24-0913)

EC motions. GR seconds. All in favor. **Recommendation passes.**

**Motion 6:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$3,000** from line item **1.02 (Special Events)** for the hiring of carolers, a photographer, and community activities for the Annual Holiday Tree Lighting on December 7th. (24-0914)

*Discussion:* AH clarified that funds for these special events would be taken from somewhere else within line items 1.00.

MH motions. EC seconds. All in favor. **Recommendation passes.**

## Updates

**1. Bike Lane Survey Results**

- i. AH and LS shared the results of the Bike Lane Survey with the Committee, and their meeting to share the results with CDOT and the 32<sup>nd</sup> Ward. Committee will continue to insist that CDOT and 32<sup>nd</sup> Ward hold an economic impact study, and the SSA will be holding another survey to hear about the impact of the bike lane on businesses and patrons a year later.

**2. Tree Lighting Ceremony**

- i. Will be working with the Wicker Park Advisory Council to invite community members and senior citizens to the event.

Next meeting – November 7th