

Marketing & Business Development Committee Minutes

Thursday, April 10th, 2025 9:00-10:00 AM
Virtual Meeting – Zoom

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

Guests: Charlie White (Guest), Conor McFerran (Lift Collective)

Staff: Alice Howe (Program Manager), Luke Scaletta (Community Engagement Coordinator), Lindsay Siebert (Membership Sales)

Updates

1. Wayfinding Project: Epstein Global

- i. AH confirmed that the Commission voted to work with Epstein Global for the Wayfinding design process. AH also confirmed that a community forum and survey would be developed with Epstein to make sure that community opinion will be taken into consideration.

2. Rat Birth Control: Evolve with SenesTech

- i. Rat Birth Control pilot was launched on 4/1, with placements in alleys along North Ave, Ashland Ave, Milwaukee Ave, and Division Ave for initial testing. AH also discussed a program in tandem with the Chamber, where local residents will be able to buy boxes of Evolve at a highly discounted price (from \$230 to \$145) to handle rat populations in their own residential alleys. MH recommended targeting sales to HOAs and apartment committees for greatest impact.

3. 3rd Annual Legacy Business Awards

- i. The Legacy Business poll has been release for public participation, and the Legacy Business Celebration will be held at The Den Theatre on May 14th from 6-8 PM, where we will recognize the 15 businesses that received the most votes in the survey. EC said she would donate books to each winner again this year.

4. SSA Brunch + Learn

- i. AH discussed the structure of the upcoming SSA informational seminar on May 19th, including 1 hr, 15 mins of presentation followed by ~30 minutes of Q+A. The program is intended to educate people on SSAs before reconstitution in 2028.

5. State of the Wards

- i. Hosted this year at Big Star on May 20th, the State of the Wards will involve presentations from the 1st and 32nd ward Aldermen, as well as from AH, about community matters.

6. WPB Arts Guide

- i. Thanks to GR new proofs and editions of the WPB Arts Guide have been approved and will go to print soon. The committee is expecting 2 weeks for printing, folding, and delivery, where then AH and LS will attach the sticker sheets to each printed guide.

7. Placer.ai

- i. SSA 33 intends to use Placer.ai this year to gather data for the Master Plan, but since Placer services will be made available by Andersonville Chamber to every Chamber involved in the NBDC program, WPBCC included, SSA 33 will cancel the contract and use Andersonville's subscription going forward.

8. BCO Neighborhood Mural

- i. LS has taken photos and measured the dimensions of the "Welcome to Bucktown" Mural locations (26' x 10')

9. Grants & Rebates Update

- i. Since there were few committee members, and committee members would like to deliberate on submitted grants more regularly, AH shared that the Grants & Rebates committee will no longer meet quarterly, and will instead consider submitted grants and rebates via email days before monthly Commission, unless otherwise requested for a special submission.

Next meeting – May 8th