

Marketing & Business Development Committee Minutes

Wednesday, November 12th, 2025 9:00-9:45 AM

Virtual Meeting – Zoom

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

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

Motions

1. **Motion 1:** The Marketing & Business Development Committee recommends to approve funding not to exceed **\$45,000** from line item **1.06 (Holiday Decorations)** to fund the purchase and installation of holiday garland from Illuminight, to be installed on approximately 250 lightposts within SSA #33's boundaries. (25-1106)

Discussion: AH described the initiative, shared mock-ups of the garland, and clarified that there is extra storage leftover from the snowflakes, so there would be no extra cost to store the garland with them during the rest of the year. After purchase, it would cost the SSA \$25,000/year for installation, and garlands are expected to last around 10 years.

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

2. **Motion 2:** The Marketing & Business Development Committee recommends to approve funding not to exceed **\$5,000** from line item **1.06 (Holiday Decorations)** to fund the 2025 Holiday Window Decoration Rebate Program. (25-1107).

Discussion: AH and LS discussed the initiative idea, where businesses would be able to apply for a rebate for painted holiday window decorations, to cover 50% of the total expense up to \$250. The initiative intends to liven up the shopping corridors of SSA #33 with wintry decorations. LS will collect a list of potential artists to help promote the program, and the program will be promoted on socials, in the newsletter, and door-to-door.

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

Updates

1. Wayfinding Updates

- i. Epstein will be delivering finalized sign designs, and AH and LS will be providing final locations for each sign to the Epstein team by the end of the week. Committee was also asked to recommend any sign fabricators who may be able to develop the signage.

2. Pop-up Project & Banner Redesign

- i. LS shared feedback from the Annual Board Retreat concerning the WPB Pop-up Project, specifically that Board Members and Commissioners voted for a multi-vendor space that would rotate vendors bi-annually. Research into viable, leasable properties is ongoing. AH shared updates on the redesigned banners, to be done in tandem with wayfinding and future murals, and to be decided in subcommittee.

3. Neighborhood Attraction Video & Commercial Brokerage Event

- i. AH shared the efforts to develop neighborhood decks and videos to be shared with commercial brokers to fill vacancies within WPB. AH also shared that the Commercial Brokerage Event, to build connections with local commercial

brokers, would take place on January 21st, 2026 at Goddess & the Grocer from 9:30-11 AM. SSA funds will supply the event with light bites and drinks.

4. Metzger Court Redesign

- i. AH shared that there has been intention to release a landscape architect RFP to hire a firm to redesign the Metzger Court Plaza, likely to be posted in early 2026. More details to follow after RFP is released and details are discussed with the 1st Ward Office.

Next meeting – 2026