

Marketing & Business Development Committee Minutes

Thursday, September 11th, 2025 9:00-10:00 AM

Virtual Meeting – Zoom

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

Guests: Amanda Kezios (Mojo Spa), Conor McFerran (Lift Collective), Emily Gloekler (One Strange Bird), Jon Simon (Horizon), Cassie Dickson (Audiotree)

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

Motions

1. **Motion 1:** The Marketing & Business Development Committee recommends to approve **Carol Fox & Associates** as the PR firm for a 12-month contract from September 2025-September 2026, to be split evenly with the Wicker Park Bucktown Chamber of Commerce, not to exceed **\$27,000** from line item **1.09 (PR/Media Relations)**. (25-0911-M)

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

2. **Motion 2:** The Marketing & Business Development Committee recommends to approve funding not to exceed **\$11,000** from line item **4.06 (Strategic Planning)** for a year-long contract with Placer.ai to be split evenly with the Wicker Park Bucktown Chamber of Commerce to gather neighborhood analytics for the Market Study & SSA Master Plan (25-0912).

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

3. **Motion 3:** The Marketing & Business Development Committee recommends to approve funding not to exceed **\$12,000** from line item **1.06 (Holiday Decorations)** to fund the installation and lighting of the Holiday Tree and programming during the Holiday Tree Lighting (December 6th) including free hot cocoa, snacks, performances, and children's activities. (25-0913)

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

4. **Motion 4:** The Marketing & Business Development Committee recommends to approve funding not to exceed **\$500** from line item **1.02 (Special Events)** to fund catering for the Commercial Brokering Event in Q4 (25-0914).

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

5. **Motion 5:** The Marketing & Business Development Committee moves to approve funding not to exceed **\$1,800** from line item **1.07 (Print Materials)** for the printing of 5,000 additional neighborhood guides from Town Square Publishing for WPBCC's 2026 Wicker Park Bucktown Neighborhood Guide (25-0915).

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

6. **Motion 6:** The Marketing & Business Development recommends to approve funding not to exceed **\$2,000** from line item **1.02 (Special Events)** for the joint WPBCC/SSA holiday party at Chopin Theatre on December 10th. (25-0916)

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

7. **Motion 7:** The Marketing & Business Development Committee recommends 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. (25-0917)

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

8. **Motion 8:** The Marketing & Business Development Committee recommends to approve funding not to exceed **\$5,000** 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. (25-0918)

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

9. **Motion 9:** The Marketing & Business Development Committee recommends to approve funding not to exceed **\$2,000** from line item **1.06 (Holiday Decorations)** for the rotation of the 2025-2026 holiday banners with Chicago Event Graphics. (25-0919)

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

Updates

1. Public Relations 2025-2026 Contract Discussion

- i. The Committee discussed the 6 Public Relations proposals that were submitted for WPBCC and SSA #33's consideration. In considering the cost, services provided, relevant experience, and other criteria, the committee decided to keep its contract with Carol Fox & Associates for the next year, with the stipulation that WPBCC and SSA Staff will have an extensive discussion with the CF&A team about expectations before resigning.

2. Placer.ai Contract

- i. The Committee recommended resigning the Placer.ai contract to ease the process of developing the Master Plan and Chamber Report in the next year. The benefits of the software in event follow-up and statistics have helped the WPBCC team strategize future event planning.

3. Holiday Tree Lighting Planning

- i. The Committee began planning the Holiday Tree Lighting for the evening of December 6th, along with some of the programming included, like food, performers, and kids' activities. MH also mentioned the application of borrowing an artificial tree in future years to help costs.

4. 606 Bike Light Installation

- i. AH shared that the Friends of the 606 organization has agreed to allow the Damen overpass bike lights to be reinstalled this year on account of getting as much exposure on the 606 for its 10-year anniversary.

5. Reconstitution Efforts

- i. MH advised getting in contact with HOAs and Condo Associations to ease the process of reaching out to pin-holding residents. Committee discussed future information campaigns, such as at the tree lighting, Meet Me on Milwaukee, etc. LS shared her progress with door-to-door informational efforts and the contact collection so far.

Next meeting – November 6th