

# Marketing & Business Development Committee Minutes

Thursday, April 2nd, 2026 9:00-10:00 AM

Virtual Meeting – Zoom

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

***Guests:*** Amanda Kezios (Mojo Spa), Brian Harrington (Resident), Teresa Moore (Film in a Bag)

***Staff:*** Alice Howe (Program Director), Pamela Maass (WPBCC President & CEO), Luke Scaletta (Community Engagement Coordinator), Lindsay Siebert (Membership Sales)

## Motions

### No Motions

## Updates

### 1. Videographer RFP

- i. After discussing the many applicants for the 2026 Video program, the committee requested additional time to review the applications. Thus, LS made a Google Form with all of the applications linked, prices listed, and RFP attached to allow the committee to vote over the next week. The Committee will then return next month to discuss the 3 applicants that received the highest ratings, before requesting those applicants to present at May Commission.

### 2. Legacy Business Awards

- i. The Legacy Business Awards Poll is currently live, and the ceremony will be conducted on May 13<sup>th</sup> at the Den Theatre.

### 3. Wayfinding

- i. The committee provided some critiques to the current rendition of the wayfinding signage from Epstein, including removing some unnecessary icons/lines, tighter spacing on text, a stronger CTA for each sign's QR code, and more. Staff will provide these critiques to Epstein.

### 4. 2025 Market Study

- i. AH confirmed that the printed market study is being finalized and will be available to share soon.

### 5. Metzger Court Redesign

- i. Committee confirmed that proposals would be presented to the Commission, CDOT, and alderman once the RFP is closed.

Next meeting – May 7th