

# Marketing & Business Development Committee Minutes

Thursday, January 15th, 2026 9:00-10:00 AM  
Virtual Meeting – Zoom

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

**Guests:** Amanda Kezios (Mojo Spa), Noah Hall (Carol Fox & Associates)

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

## Motions

**Motion 1:** The Marketing & Business Development Committee recommends to approve funding not to exceed **\$6,000** from line item **1.02 (Special Events)** to fund legacy business clings, trophies, catering, and programming for the 2026 Legacy Business Awards Ceremony on May 13th (26-0106).

*Discussion: Committee recommended implementing better signage that makes it clear that the event is made possible through SSA #33, adorning the stage and near the entrances.*

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

## Updates

1. **Wayfinding Updates**
  - i. AK recommended game-ifying the launch of the wayfinding program, so that people can take photos with the new signage and be eligible for prizes, to enhance visibility of the program.
2. **WPB Commercial Strategy Growth Lab**
  - i. Scheduled for Jan. 21, the event is intended to reconnect SSA #33 and WPBCC with local real estate brokers and stakeholders to enhance commercial real estate opportunities in the neighborhood.
3. **SSA Online Webinar Series**
  - i. AH shared efforts to house evergreen SSA informational videos on the website to clarify SSA programs as we approach reconstitution in 2028. LS has developed an RFP to hire a video production company to professionally film and edit the videos.
4. **Micro-influencer Event**
  - i. AH proposed a dedicated micro-influencer event to attract customers and escalate social presence of WPB retail.
5. **Metzger Court Redesign**
  - i. AH discussed the Clean, Green & Transportation Committee's desire to do a full remodel of the Metzger Court Plaza, enhancing it to a proper green space that is inviting and exhibits local art. The committee discussed the process, as Daebok Korean BBQ has installed a dining patio in the plaza now, and some design ideas.

## **Looking Ahead**

### **1. Wicker Park Tree Lighting Ceremony 2026**

- a. AH discussed the success of the 2025 event and plans to plant a permanent holiday tree in the park to be more sustainable, ecologically and financially, once the Wicker Park parks team agrees.

Next meeting – February 12th