

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