

Marketing & Business Development Committee Minutes

Thursday, October 1, 2026, 9:00-9:50 AM

Virtual Meeting – Zoom

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

Guests: Margo Hawk (Carol Fox & Associates)

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

Motions

Motion 1: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$8,000** from line item **1.02 (Special Events)** to fund programming during the Holiday Tree Lighting (December 5th) in Wicker Park, including free hot cocoa, snacks, performances, and children's activities. (26-1002)

Discussion: MH requested a proposed budget for the event be brought to Commission on 10/21

*EC recommends. MH seconds. All in favor. **Recommendation passes.***

Motion 2: The Marketing & Business Development recommends to approve funding not to exceed **\$2,500** from line item **1.02 (Special Events)** for the joint WPBCC/SSA holiday party at Friends & Neighbors (1861 N Milwaukee Ave) on December 9th, including catering from Irazu and a live musical performance. (26-1003)

*EC recommends. MH seconds. All in favor. **Recommendation passes.***

Updates

1. CITIBIN Decals

- i. LS shared that C,G & T Committee had approved the installation of 4 new CITIBIN trash cans within SSA #33, including space for decals for neighborhood promotion. AK recommended that each can clearly state “provided by WPB SSA #33”.

2. Videographer Program

- i. LS updated the Committee on filming progress for SSA educational content with Film in a Bag, including a filming session on October 2nd for First Fridays and Cleanslate's After Dark program. Committee recommended sharing the videos with Carol Fox & Associates to launch a more comprehensive education campaign throughout Chicago through media.

3. Wayfinding

- i. LS updated Committee on CDOT's pending approval on either elevated wayfinding signage, as originally proposed, or kiosks, depending on their permitting capacity. Committee recommended speaking soon with the 32nd Ward office to see if they would entertain kiosks this time around.

4. Reconstitution Efforts

- i. LS and Lindsay Siebert updated the Committee on Reconstitution process, including a neighborhood forum on November 10th, and confirming that SSA #33 can submit Reconstitution paperwork as early as November 2026. LS explained the process of bringing in a city-mandated consultant to submit the administrative work of the SSA reconstitution, and EC invited Lindsay to speak at upcoming WPAC and Wicker Park Committee meetings about Reconstitution.

Next meeting – 2027